ARCH 28, 1955

35c PER COPY

BROADCASTING TELECASTING

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24TH year

NEWSWEEKLY
RADIO AND TV

Buy WHO and get Iowa's METROPOLITAN AREAS, PLUS the Remainder of Iowa!

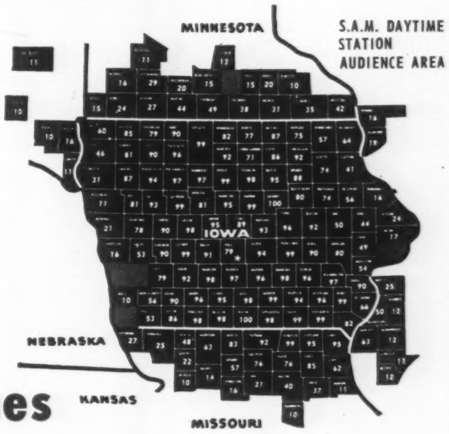
FOOD SALES PERCENTAGES

4.9%	Cedar Rapids
4.5%	Tri-Cities
11.3%	Des Moines
3.1%	Dubuque
4.6%	Sioux City
4.4%	Waterloo
32.8%	TOTAL METRO. AREAS
67.2%	REMAINDER OF STATE
100.0%	

(1954 Consumer Markets figures)

Iowa has six Metropolitan Areas which, all combined, do 32.8% of the State's Food Sales, as shown above.

Quite a number of radio stations can give you high Hoopers, etc., in ONE Metropolitan Area. *WHO gives you high coverage in virtually ALL the State's Metropolitan Areas, plus practically all the REMAINDER of Iowa, too!*



At 11 a.m., WHO gives you 63,472 Actual Listening Homes for only $47.50 (13.4 LISTENING HOMES per PENNY!)

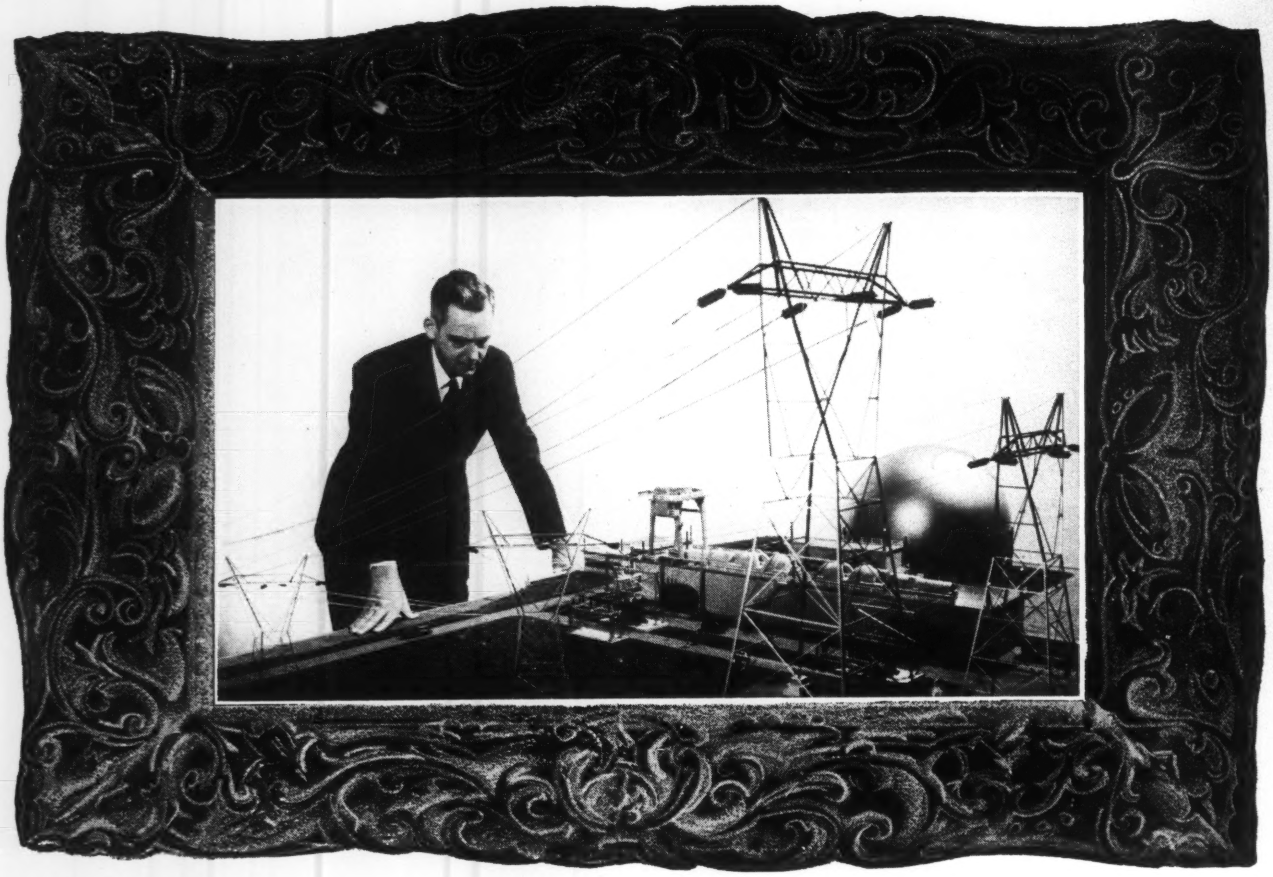
According to the authoritative 1954 Iowa Radio-Television Audience Survey, 63,472 homes *all over Iowa* are actually tuned to WHO at 11 a.m., every average weekday. Figuring time costs at our 1-minute, 26-time rate, WHO gives you 13.4 *actual listening homes, per penny!*

That's the result of ALL-STATE programming, ALL-STATE Public Service, ALL-STATE *thinking,* here at WHO.

Ask Free & Peters for all details!

BUY ALL of IOWA—
Plus "Iowa Plus"—with
WHO
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC., National Representatives



GENERAL ELECTRIC COMPANY

Traditionally in the Public Confidence . . .

General Electric's continuing leadership in the electrical world is typified by this model of a future atomic plant for the production of electric power. It is an important example of G.E.'s pioneering and research in the atomic energy field, directed toward building for a better future. In the field of broadcasting, visual and sound, the Havens & Martin, Inc., Stations are outstanding for their leadership in the development of superior programming techniques. Techniques that convert a vast and loyal audience into sales for advertisers on Richmond's only complete broadcasting institution, WMBG-AM, WCOD-FM and WTVR-TV. Join with confidence the growing list of advertisers who use the First Stations of Virginia to reach one of the South's richest areas.

PIONEER NBC OUTLETS FOR VIRGINIA'S FIRST MARKET

WMBG AM **WCOD** FM **WTVR** TV

MAXIMUM POWER 100,000 WATTS • MAXIMUM HEIGHT 1049 FEET

WTVR Represented Nationally by BLAIR TV, INC.
WMBG Represented Nationally by THE BOLLING CO.

WTVR
RICHMOND VA
HAVENS & MARTIN INC.
CHANNEL 6
South's first television station

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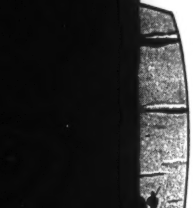

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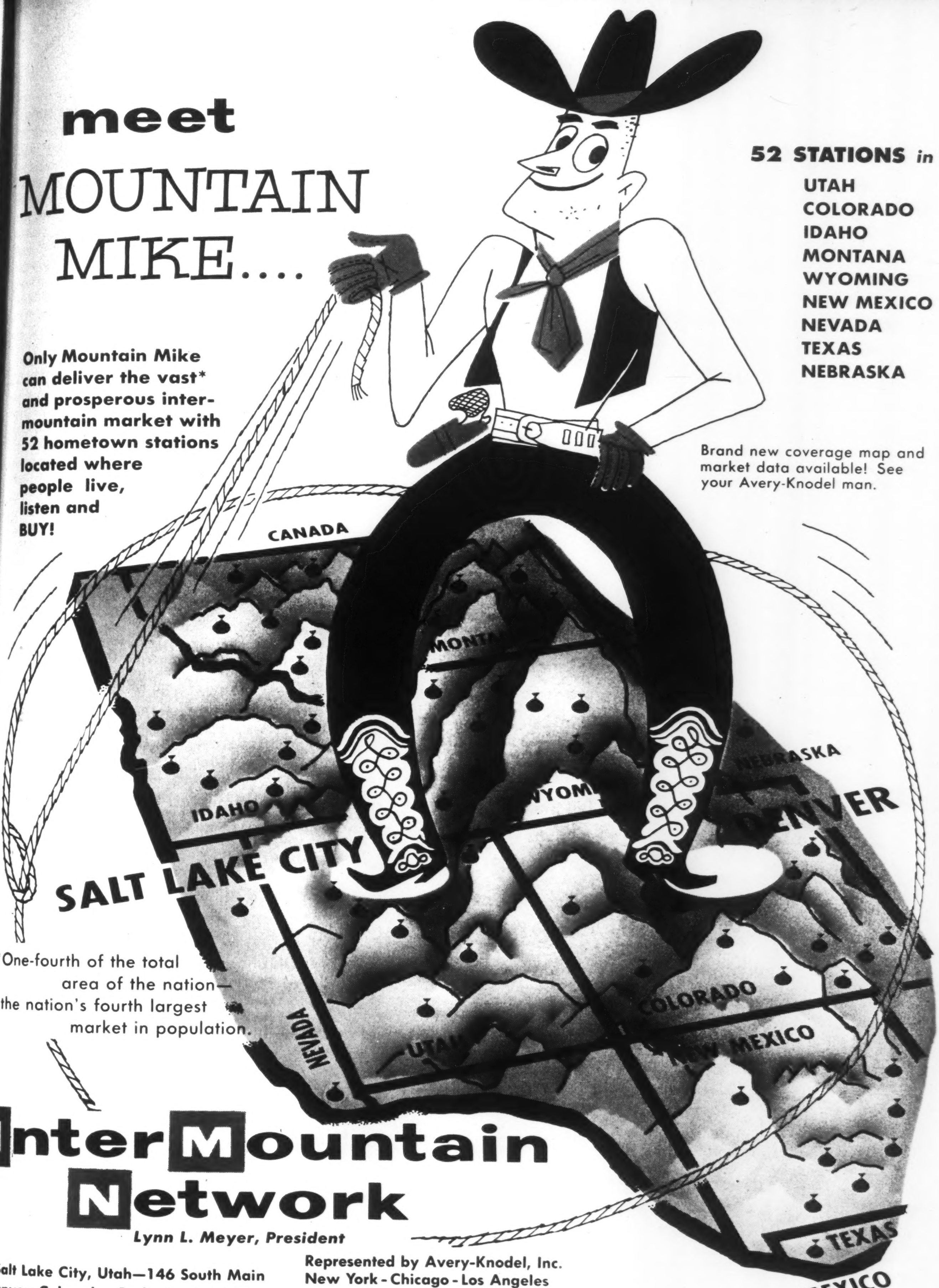

CANADA
MONTA
IDAHO
WYOM
NEBRASKA
DENVER
SALT LAKE CITY
NEVADA
UTA
COLORADO
NEW MEXICO
TEXAS
MEXICO

Only Mountain Mike can deliver the vast* and prosperous intermountain market with 52 hometown stations located where people live, listen and BUY!

52 STATIONS *in*
- **UTAH**
- **COLORADO**
- **IDAHO**
- **MONTANA**
- **WYOMING**
- **NEW MEXICO**
- **NEVADA**
- **TEXAS**
- **NEBRASKA**

Brand new coverage map and market data available! See your Avery-Knodel man.

*One-fourth of the total area of the nation—the nation's fourth largest market in population.

InterMountain Network

Lynn L. Meyer, President

Salt Lake City, Utah—146 South Main
Denver, Colorado—Radio Station KIMN

Represented by Avery-Knodel, Inc.
New York - Chicago - Los Angeles
San Francisco - Dallas - Atlanta

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

the story.... in a nutshell

3,188,400 TEXANS

That's exactly 37.8% of the total of all the hustling, bustling folks down in the heart of Texas, KRLD's primary coverage area within its 0.5 Mv line. When KRLD's Oklahoma coverage is added, a grand total of 3,555,300, 42% of Texas' total population is tuned to 1080, affiliate for CBS radio network programs in Dallas-Fort Worth and North Central Texas.

KRLD's 50,000 watts, full time, 24-hours per day service has cemented together one of America's largest and most productive selling markets with a degree of saturation that spells out positive sales increases for KRLD advertisers.

In accumulative audience, KRLD is FIRST IN DALLAS 6:00 a.m. through 12:00 midnight, seven days a week.—Pulse, October-November, 1954.

KRLD offers MASS Coverage of Texas and Southern Oklahoma at the lowest cost per unit.

EIGHTH largest CBS Network station—circulation-wise—in the nation.

KRLD
50,000 Watts

OWNERS AND OPERATORS OF KRLD-TV, CHANNEL 4, MAXIMUM POWER

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE

THE DALLAS TIMES HERALD STATIONS

Exclusive Representative: THE BRANHAM COMPANY

John W. Runyon, Chairman of the Board — *Clyde W. Rembert, President*

closed circuit®

PROOF OF PERFORMANCE • Inquiries by government agencies to verify use of their "public service" spots and programs on radio and tv have boomeranged to point where U. S. Budget Bureau is surveying situation. Preliminary reports indicate 20-odd government bureaus and agencies are feeding radio and tv stations everything from 10-second spots and film clips to half-hour programs. Obvious need for coordination may provoke action through NARTB. Many stations say they won't carry programs if agencies persist in checking use.

B•T

CBS-TV executives last week were contacting number of their top accounts on rescheduling of evening programs looking toward imminent revamping of schedules. Presumably this also entails what eventually may happen to Godfrey evening programs in event he undergoes further surgery but this is side-bar aspect, with main premise long-range planning stemming from ideas of CBS Inc. Chairman William S. Paley and President Frank Stanton.

B•T

GE-FILM PROJECT • Twentieth Century-Fox Film Corp. reported to be negotiating with Young & Rubicam on production of series of 13 one-hour filmed programs for General Electric Co. Production would be at Fox's Western Ave. Studio in Hollywood, which is to be converted to tv film studio. Plans being considered, it was said, call for Fox to produce show consisting of 45 minutes of dramatic or musical content, six minutes of commercials and nine minutes of behind-the-scenes film clips of forthcoming motion pictures. It was reported that CBS-TV will telecast program on alternate Wednesdays, starting at 10 p.m. (EST), sharing time period with boxing bouts sponsored by Pabst Brewing Co.

B•T

ADD TO names of those being espoused as possible successor to Comr. Frieda B. Hennock on FCC in event President Eisenhower decides on new appointment to Democratic vacancy as of June 30: Dorothy Lewis, Coordinator, U. S. Station Relations, Dept. of Public Information of United Nations and former Director of Women's Activities, NAB; Hortense Kessler, member of New Jersey Public Service Commission, and Eva B. Adams, executive assistant to late Sen. McCarran and to his successor, Sen. Bible (D-Nev.).

B•T

ONE BALL OF WAX • It's possible first moves on de-intermixture may be FCC bundling all pending petitions into one package for single proceeding, probably to include arguments. It then would determine whether it should or should not take up "unmixing" matters on case-by-case basis. There are about dozen such petitions or reconsideration requests on file.

B•T

RADIO CAMPAIGN underwritten by most of major radio set manufacturers has been lined up by Radio Advertising Bureau, to total $100,000 and be spread over some 25 cities. It will promote portable and gift radios from about May 15 to June 15; radios for bedroom and kitchen from mid-September to mid-October. Objective: to create $10 million in sales of new sets.

B•T

MONEY NO OBJECT • Although it has not yet been announced, definite plans are in talking stage at NBC on network's upcoming revamp of radio programming structure. Producers met last week for initial discussion, reportedly were told sky is limit—that any valid program suggestions, regardless of cost, will be considered.

B•T

COMMITTEE Against Pay-As-You-See Tv, following appointment of Dr. Dallas Smythe, director of U. of Illinois' Institute of Communications, to study economic impact and implications of subscription tv as compared to present "free airwaves" policy [B•T, March 14], will not neglect technical aspects of problem. Leading technical firm is considering offer to investigate effect of toll tv installations on reception of free telecasts by neighboring sets and to conduct research into problems of standardizing toll tv on single system versus concurrent operation of number of systems.

B•T

PICTURE GALLERY • NARTB's deep concern over future pattern of commercial tv shown by summoning of special Tv Board meeting April 12 to discuss subscription tv. Incidentally, when tv directors enter board room, first picture they will see on wall will be that of Comdr. Eugene F. McDonald, head of Zenith and sponsor of Phonevision pay-see system. Comdr. McDonald was first president of old NAB, 1923-25, as owner of old WJAZ Chicago, and heads up association's new presidential portrait gallery.

B•T

PITCH was made last week by executives of both CBS-TV and NBC-TV in effort to interest U. S. Steel in moving U. S. Steel Hour, *alternate-weeks on ABC-TV, to their respective networks. Plan advanced by CBS-TV would have steel series alternate with* General Electric Theatre, *now telecast weekly on network. NBC-TV reportedly would clear prime evening time period for steel series, although specific hour has not been decided upon.*

NEW LIFE FOR FAX? • As result of FCC decision to allow functional music operations on fm stations (see page 72), Commission already is getting calls as to where facsimile stands. Since fax would be allowed as one of several possible subsidiary services, some zealots hope that long dormant development may soon spring to full commercial bloom.

B•T

AUTOMATION—as it applies to running radio and tv stations—may be big subject at NARTB convention. Papers on automatic devices which permit radio station operation with minimum manpower scheduled to be delivered at one convention engineering session, evoking much interest.

B•T

BIG CITY • Headquarters of Westinghouse Broadcasting Co., now divided between New York and Washington, will be transferred permanently to New York by this summer, functioning under immediate direction of Chris Witting, WBC president.

B•T

WITH expansion of Television Bureau of Advertising membership (see page 68) 12 top-flight station representative firms have joined this tv promotion arm or plan to do so in near future.

B•T

DELINQUENCY EXPERTS • Herbert Beaser and Richard Clendenen, staff members of Senate Juvenile Delinquency Subcommittee during hearings last year on tv programming, planning to open consultant firm on juvenile delinquency problems, making services available to city, county and state governments, mass media and other groups. Both resigned from subcommittee last month after authoring series of magazine articles which met objections from former Sen. Robert C. Hendrickson (R-N.J.), chairman in 83d Congress, and other members.

B•T

PLANS for entry of F. W. Woolworth Co., New York, into network radio expected to be announced tomorrow (Tuesday) by CBS Radio with details of retail store chain sponsorship of hour-long show featuring Percy Faith and orchestra (CBS Radio, Sun., 1-2 p.m. EST). Starting June 5 program will be broadcast "live." Agency for Woolworth is Lynn Baker, New York.

B•T

WHAT'S MY LINE? • Sidney Davis, new majority counsel of Senate Commerce Committee's network-tv inquiry, says he's heard himself described as "the poor man's Roy Cohn."

STEINMAN STATION
Clair McCollough, Pres.

always on target
MR. CHANNEL 8
316,000 WATTS

WGAL-TV

Lancaster, Pa.
NBC · CBS · DuMont

Channel 8 Mighty Market Place

- York
- Hanover
- Gettysburg
- Chambersburg
- Waynesboro
- Frederick
- Westminster
- Harrisburg
- Lebanon
- Carlisle
- Sunbury
- Lewistown
- Lock Haven
- Hagerstown
- Reading
- Pottsville
- Hazleton
- Shamokin
- Bloomsburg
- Lewisburg
- Martinsburg

It's always precision selling when your product story is presented on WGAL-TV. Super-powered WGAL-TV gives you this "always on target" performance because it is the *one* station that reaches this vast market—with a population of over three million people who have income amounting to more than $5 billion every year. Aim for more sales confidently—**BUY WGAL-TV NOW.**

Representatives:

MEEKER TV, INC.
New York Los Angeles Chicago San Francisco

at deadline

Sweeney Sees Many Changes In Radio in Next Five Years

"WHAT Radio Isn't" was topic of talk delivered Friday by Kevin Sweeney, president of Radio Advertising Bureau, New York, to Adcraft Club of Detroit at luncheon meeting. Mr. Sweeney told group that relationship between radio and television was more remote than ever and "it's time for advertisers and agencies and some of the people in our industry to stop dressing us up in mother and daughter dresses that convey we have anything in common except the FCC."

Mr. Sweeney said radio was "proud" of pictureless status "because its effectiveness depends largely on the fact that it doesn't show customers pictures." Because of visual element in tv, Mr. Sweeney said, "If anything, television is far closer to magazines, newspapers and other visual media than it is to radio."

He also told audience that radio would continue to change materially every year for next five years "before it emerges with a formula that will probably last for 100 years."

NBC, ABC Hold Session With NABET Negotiators

MEETING was held last Friday between officials of National Assn. of Broadcast Employees & Technicians (CIO) and NBC and ABC, but no agreement was reached. George Maher, executive secretary of NABET, told B•T late Friday that negotiations "probably" would be continued.

Union has authorized strike action if negotiations fail. Last January, union and networks agreed in principle on new contract terms, but agreement was rejected later by union membership. Differences are said to center around union demands for increased wage scales for non-technical employes, jurisdiction over tv film production and editing, job security provision and pension plan at ABC.

Tower Offers Stations Tips On Wage-Hour Confusion

ARKANSAS broadcasters, haunted by Wage Hour Div. investigators scouring station books for possible overtime violations, were given tips at two-day meeting which opened yesterday (Sunday), on ways to follow involved regulations and interpretations by government body. Arkansas Broadcasters Assn. meeting opened in Little Rock, with W. N. McKinney, KELD Eldorado, ABA president, presiding.

"Broadcasters' $1,000 Club" of stations assessed for $1,000 or more overtime getting more exclusive every day, Charles H. Tower, NARTB employer-employe manager, told broadcasters. He said law is difficult to understand in application to broadcast industry; stations do not run, like factories, on mechanical 40-hour week—many people work on job basis.

Most violations, Mr. Tower said, are due to fixed salary for fluctuating work week; failure to apply overtime exempt work rule correctly, and confusion over talent fees. He said NARTB will continue efforts to obtain more realistic and practical interpretations of wage-hour law. He said proposals to increase present 75-cent minimum may create problems in some areas.

RADIO-TV 'AUTORAMA'

RADIO and tv stations turn producers this week when WABI-AM-TV Bangor, Me., produce and present annual "Autorama" of Bangor Auto Dealers Assn., starting Wednesday and ending Saturday. Event will be held in Bangor City Auditorium and will be headlined by entertainment personalities including Honeydreamers, Larry Storch, among others. WABI-AM-TV has been promoting "Autorama" on station breaks and programs.

Uhf Industry Committee Offers 10-Point Program

TEN-POINT program for immediate action to "alleviate" plight of uhf advanced by Uhf Industry Coordinating Committee, in public statement issued Friday by Harold H. Thoms, chairman, and Fred Weber, vice chairman.

Referring to Plotkin and Jones reports, and FCC answer two weeks ago [B•T, March 21], uhf group formed last year to present uhf case to Senate Potter subcommittee advocated following "prompt and vigorous" program:

(1) De-intermixture, (2) directionals, (3) power and antenna adjustments, (4) mileage separation reductions, (5) prohibition on market straddling, (6) reduction of intercity connection costs, (7) competitive common carrier services, (8) permission for broadcasters to build and operate their own intercity relays, (9) encouragement of all-band receivers, and (10) grant of funds for FCC investigation of network programming.

GOP Names Counsel

WAYNE T. GEISSINGER, who has been serving with the Committee on Inter-Governmental Relationships (Hoover Commission), last Friday was sworn in as minority counsel of the Senate Commerce Committee. Named by Sen. John W. Bricker (R-Ohio), ranking committee Republican, Mr. Geissinger, who was admitted to the bar in Ohio, will serve as the GOP opposite number to Frank Pellegrini, committee chief counsel.

Spokesman for Sen. Bricker said Sen. Bricker early this week will announce choice of GOP counsel for network and uhf-vhf probe, after he has been cleared with other Republican members of committee. Robert F. Jones, Washington lawyer who was GOP counsel for investigation until February, was asked to return to post but had declined, he said.

Spokesman said new man, who has indicated he will accept, has practiced law in Washington about two years and has had "some" communications experience, although he has never practiced before FCC.

NLRB Report Favors Fetzer

EXAMINER'S report to National Labor Relations Board recommends dismissal of NABET complaint against Fetzer Broadcasting Co. (WKZO-TV Kalamazoo, Mich.). NABET charged WKZO-TV had refused to re-hire employe because of union connection. Examiner found evidence did not justify NABET charge.

• BUSINESS BRIEFLY

RCA BUYS SPOTS • RCA has purchased total of 46 participations scheduled for April and May on *The Great Gildersleeve, Second Chance, Roadshow* and *Weekend,* all on NBC Radio. Agency: Kenyon & Eckhardt, N. Y.

E-Z POP AGENCY • E-Z Pop, N. Y. (pop corn packaged in its own popper), has named Hicks & Greist, N. Y., to handle its advertising effective April 1, Malcolm P. Taylor, board chairman of Taylor Reed Corp., parent company, announced Friday. Product currently is advertised on 36 tv stations in 27 cities.

WAX PAPER SPOTS • Wax Paper Merchandising Council Inc., Chicago, through Ruthrauff & Ryan, Chicago, planning to start radio-tv spot campaign in Philadelphia April 18 for 10 weeks, followed by similar campaigns starting at later dates in about 10 markets, Northeast and South.

BLUE JAY TV SPOTS • Blue Jay Plastic Corn Plaster, Chicago, will participate in sponsorship of *Today* and *Tonight* on NBC-TV and *Morning Show* on CBS-TV, effective April 1. Leo Burnett Co., Chicago, is agency.

Charles Antell Drops TAA Inc.

CHARLES ANTELL Inc., manufacturer of Formula 9 shampoo, hair spray, cosmetic items, resigned from its agency, TAA Inc., N. Y., last Friday. Company plans to interview advertising agencies for next 30 days to determine which one will handle its entire advertising budget.

Charles Antell has just signed to sponsor 45 minutes of "Easter Parade" April 10 on full NBC-TV network.

Tv Aids Opera, Says Bing

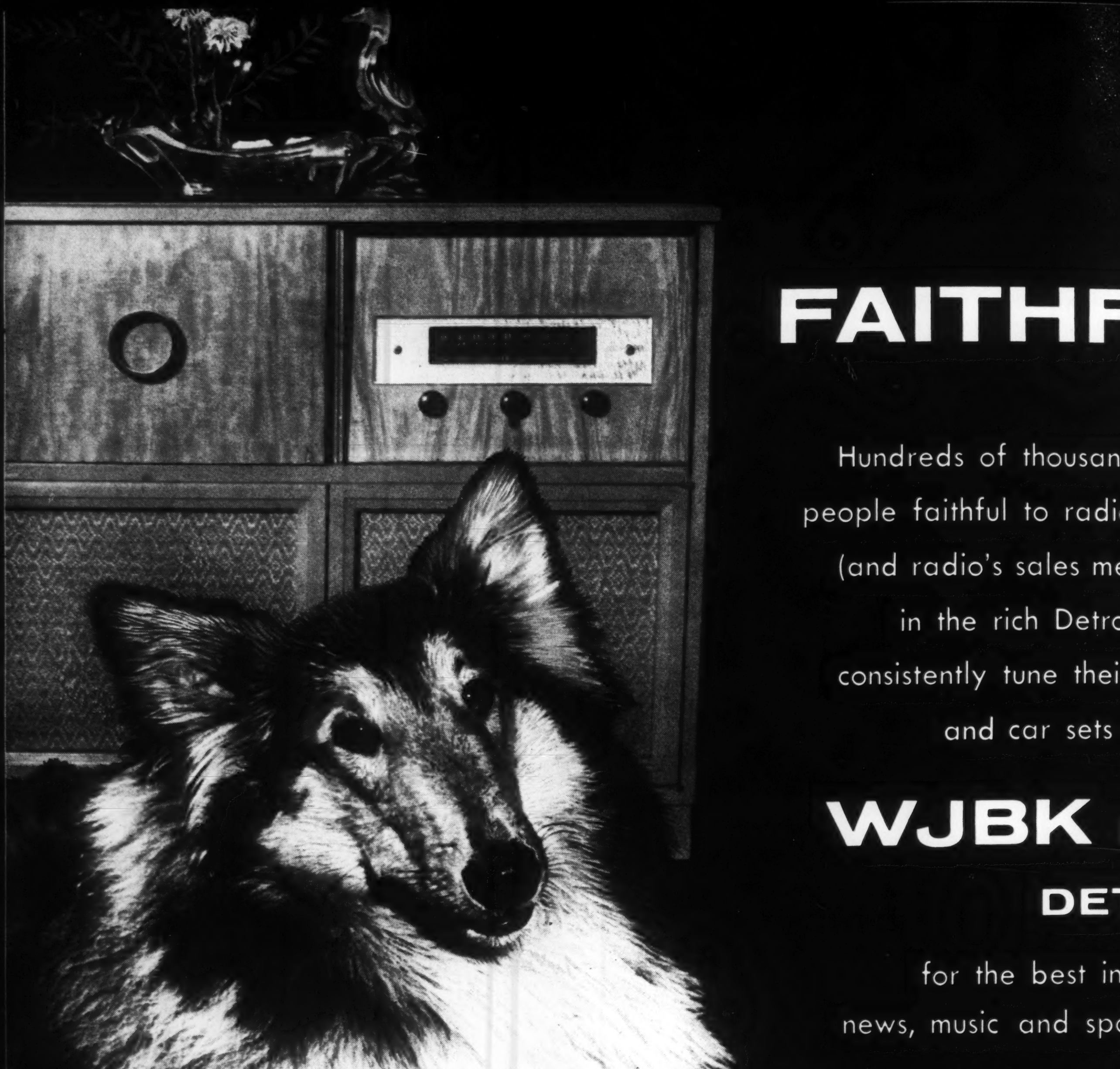
TELEVISION has given opera only "cursory glance," Rudolf Bing, general manager of Metropolitan Opera Assn., said Friday in address to National Press Club, Washington. He said that tv "as the mass medium par excellence" must at all times address itself to greatest number. "Obviously opera is not yet an attraction like *Peter Pan* that can deliver 60 million viewers in front of the television sets," he said. Radio, tv and operatic recordings are beneficial to opera, he added.

NARTB Tv Group to Meet

MEETING of NARTB's Television Information Committee will be held tomorrow (Tuesday) at association's Washington headquarters. Jack Harris, KPRC-TV Houston, is committee chairman. Group will consider critical comments made against visual medium by associations as well as educators and others.

WVEC-TV Income Rises

INCREASE of 16-20% in sales for January and February were reported for WVEC-TV Norfolk, Va., by Thomas P. Chisman, president and manager of uhf outlet. Along with rise came prediction from Mr. Chisman that sales would continue to climb in March, April and May.



FAITHFUL

Hundreds of thousands of
people faithful to radio
(and radio's sales message)
in the rich Detroit area,
consistently tune their home
and car sets to

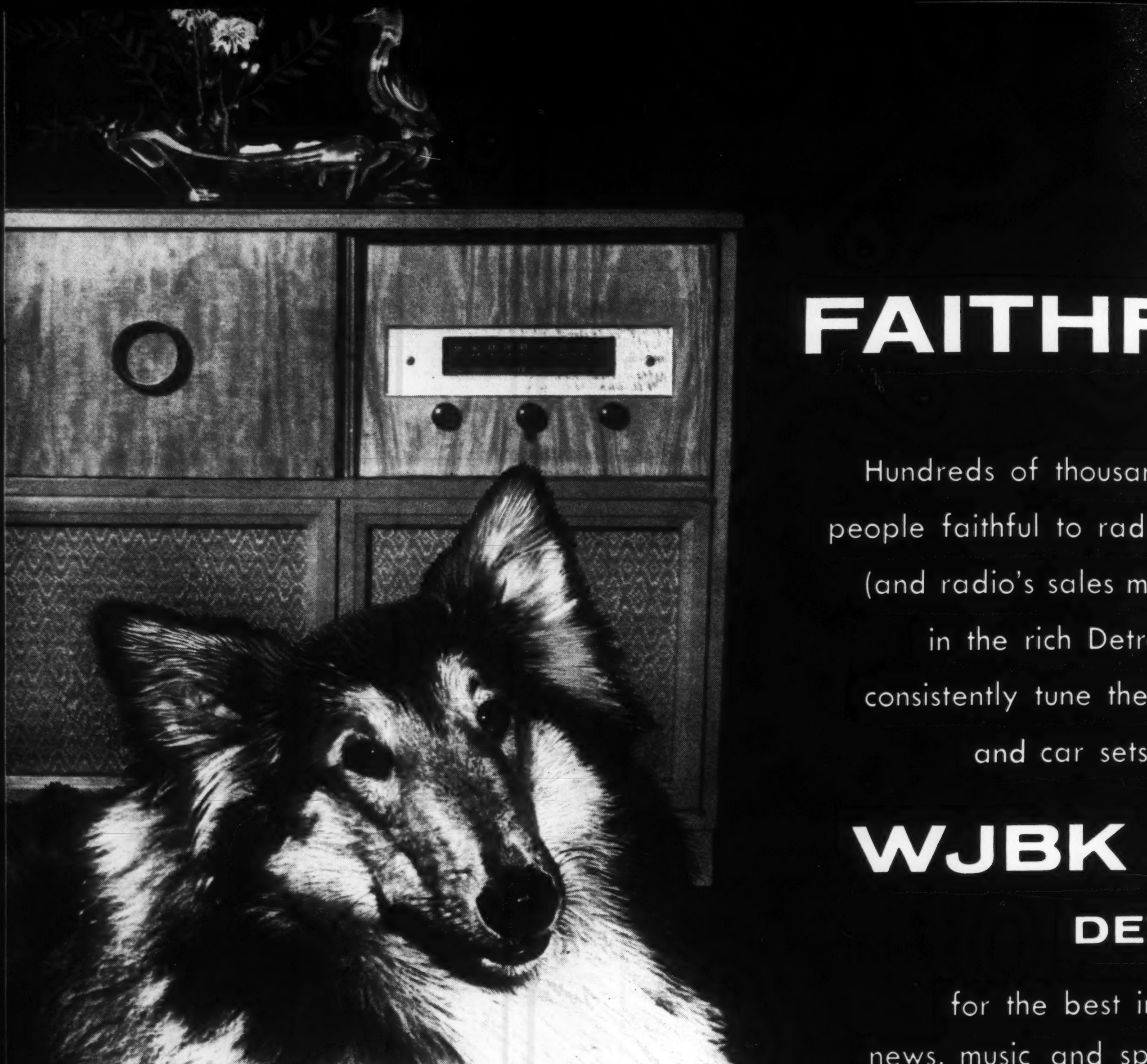
WJBK Radio
DETROIT

for the best in
news, music and sports

Represented Nationally by
THE KATZ AGENCY

A STORER STATION

National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7690



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THE KATZ AGENCY

A STORER STATION

National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7690

at deadline

Edward Lamb to Appear For Questioning by FCC

BROADCASTER-publisher Edward Lamb will appear before FCC Examiner Herbert Sharfman this Friday for questioning by Broadcast Bureau counsel with respect to his application for license renewal of WICU (TV) Erie, Pa., Examiner Sharfman confirmed Friday afternoon following agreement between counsel for FCC and Mr. Lamb.

Examiner earlier turned down petition by Mr. Lamb seeking end of six-month-old hearing and immediate renewal of WICU license on ground Broadcast Bureau has failed to develop any evidence which would disqualify Mr. Lamb [B•T, March 21]. Total of 19 witnesses have appeared to date in case and Mr. Lamb is expected to be last called by Broadcast Bureau, although it has said it might call others. Mr. Lamb has yet to present defense witnesses or evidence.

J. Howard McGrath, ex-U. S. Attorney General and counsel for Mr. Lamb, announced that appeal of examiner's refusal to end hearing has been "reserved for a future date." Respecting Mr. Lamb's appearance before examiner, Mr. McGrath said "this is the first opportunity that Mr. Lamb has been afforded to give the Commission his side of the case. As early as October 1953, when the renewal had been delayed for some four or five months, I requested the Commission to meet with me and Mr. Lamb and expressed our desire to furnish them any information of any kind and answer any questions they might have.

"We were not afforded such an opportunity at that time and have been compelled to sit by while the Broadcast Bureau paraded its witnesses. Now we welcome an opportunity to have Mr. Lamb testify on his own behalf and we hope that this will provide a basis for early renewal of the license in question.

"I hope that this will be the last time that a broadcaster will have to stand trial for exercising the Constitutional rights of freedom of opinion. The conduct of this hearing has marked a serious roadblock to the freedom of the broadcast industry, and in undertaking to contest with the Commission on this score we have felt that the principles involved have been much more important than the particular rights and license concerned."

Petition Filed to Reopen Shreveport Ch. 3 Hearing

PETITION to reopen Shreveport ch. 3 hearing and reverse FCC's grant to KTBS there, has been filed with FCC by unsuccessful applicant KWKH Shreveport.

KWKH, owned by *Shreveport Times,* said KTBS General Manager E. Newton Wray "smeared" KWKH, showed lack of candor. KWKH said it had new evidence regarding Mr. Wray's testimony. It also challenged FCC findings regarding newspaper ownership, integration of ownership, etc.

Commission affirmed examiner's initial decision favoring Shreveport ch. 3 grant to KTBS last month on ground that station better qualified in local ownership, integration of ownership and management and more extensive participation in local affairs [B•T, Feb. 21]. KWKH owners also own KTHS Little Rock, 42% of KTHV (TV) Little Rock and *Monroe* (La.) *World* and *News-Star.*

Mexican Service Opposed

OPPOSITION to ABC request to transmit programs to XETV (TV) Tijuana, Mexico, has been filed with FCC by KFMB-TV San Diego. KFMB-TV said move is nothing but scheme to serve lower California viewers from Mexico station. Tijuana is 20 miles from center of San Diego, KFMB-TV said. It claimed there is no showing of need for proposed service; that approval would cause economic injury to existing stations, particularly uhf; that competition from Tijuana station will result in lowering of program standards on part of U. S. stations. XETV, San Diego station said, does not maintain high standards required for American stations. It asks that FCC set ABC application for hearing and that KFMB-TV be made party to proceeding.

Vermont Switch Favored

PETITION of ch. 3 WMVT (TV) Montpelier, Vt., to switch to Burlington would be approved by FCC on basis of rule making ordered to change allocation of ch. 3 to Burlington. Comments ordered by April 22.

Commission also invites comments by April 22 to proposed rule making asked by ch. 40 KCCC-TV Sacramento, Calif., to amend tv table of assignments by two alternative methods: (a) assign ch. 16 to Pittsburg-Antioch, Calif. (not now provided for), substitute ch. 15 for 16 at Red Bluff and substitute ch. 56 for 16 at Santa Cruz; (b) assign ch. 16 to Pittsburg-Antioch, substitute ch. 15 for 16 at Red Bluff, substitute ch. 28 for 16 at Santa Cruz and ch. 31 for 35 at Salinas-Monterey.

Twin Falls Satellite Plan

APPLICATION for semi-satellite operation of ch. 13 at Twin Falls, Idaho, has been filed with FCC by August H. Vogeler, local warehouse proprietor. Proposed is combination transmitter and studio operation, with 80% of programming consisting of rebroadcasts from Salt Lake City, Boise and Idaho Falls stations. Application asks for 13 kw, 596-ft. above average terrain antenna. Estimated construction will cost $86,450, first year's operating costs, $92,000.

UPCOMING

March 29: Kentucky Broadcasters Assn. spring meeting, Brown Hotel, Louisville.

April 1: Pennsylvania AP Radio Assn. meeting, WQAN-WEJL (FM) theatre studio, Scranton.

April 1: Oregon State Broadcasters Assn., U. of Oregon, Eugene.

For Other Upcomings see page 120

PEOPLE

JAMES E. SZABO, former sales manager, tv dept., Adam Young Tv Corp., appointed national sales manager, Sales Div., Advertisers Television Program Service, N. Y.

THOMAS PEARSE WHEELWRIGHT, sales promotion manager, Chrysler Corp., to Ruthrauff & Ryan, Detroit, as merchandising group contact man.

ANTHONY Z. LANDI, motion picture producer, appointed vice president, Parsonnet & Wheeler, N. Y., producer of tv and motion picture films and tv commercials.

GILBERT A. RALSTON, for five years independent tv film producer and previously executive producer of Procter & Gamble Productions Inc., joins CBS-TV today (Monday) as executive producer.

WILLIAM G. GRAINGER, salesman, NBC Film Div., resigns to become president of National Tv Distributors Inc., N. Y., producer and distributor of tv film programs.

WWBZ Files Renewal Petition

WWBZ Vineland, N. J., has discontinued all horse race broadcasting and has taken steps to increase educational, agricultural and industrial programming, station has informed FCC in petition to renew license. Recommendation that station license not be renewed made by hearing examiner early this month on ground horse race information being used by gamblers [B•T, March 14]. Vineland station claimed horse race broadcasts not being used by gamblers, that they were sponsored by legitimate businesses and that track information came from UP. Nevertheless, it said, it discontinued such programming rather than incur additional costs in further argument before FCC.

Five-Mile Limit Urged

PROPOSAL of FCC to limit tv transmitters and towers to not more than five miles from border of cities to which channels are allocated supported in brief filed by ch. 23 WGVL (TV) Greenville, S. C. Deadline for comments on five-mile plan is April 15 [B•T, March 7]. WGVL asked Commission to take official notice of its protests against grant of application of ch. 7 WSPA-TV Spartanburg for move of its transmitter site from Hogback Mt. to Paris Mt., few miles outside of Greenville. FCC turned down protests, but Court of Appeals for D. C. has remanded case to Commission for hearing.

Budget Bill Considered

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at deadline

Edward Lamb to Appear For Questioning by FCC

BROADCASTER-publisher Edward Lamb will appear before FCC Examiner Herbert Sharfman this Friday for questioning by Broadcast Bureau counsel with respect to his application for license renewal of WICU (TV) Erie, Pa., Examiner Sharfman confirmed Friday afternoon following agreement between counsel for FCC and Mr. Lamb.

Examiner earlier turned down petition by Mr. Lamb seeking end of six-month-old hearing and immediate renewal of WICU license on ground Broadcast Bureau has failed to develop any evidence which would disqualify Mr. Lamb [B•T, March 21]. Total of 19 witnesses have appeared to date in case and Mr. Lamb is expected to be last called by Broadcast Bureau, although it has said it might call others. Mr. Lamb has yet to present defense witnesses or evidence.

J. Howard McGrath, ex-U. S. Attorney General and counsel for Mr. Lamb, announced that appeal of examiner's refusal to end hearing has been "reserved for a future date." Respecting Mr. Lamb's appearance before examiner, Mr. McGrath said "this is the first opportunity that Mr. Lamb has been afforded to give the Commission his side of the case. As early as October 1953, when the renewal had been delayed for some four or five months, I requested the Commission to meet with me and Mr. Lamb and expressed our desire to furnish them any information of any kind and answer any questions they might have.

"We were not afforded such an opportunity at that time and have been compelled to sit by while the Broadcast Bureau paraded its witnesses. Now we welcome an opportunity to have Mr. Lamb testify on his own behalf and we hope that this will provide a basis for early renewal of the license in question.

"I hope that this will be the last time that a broadcaster will have to stand trial for exercising the Constitutional rights of freedom of opinion. The conduct of this hearing has marked a serious roadblock to the freedom of the broadcast industry, and in undertaking to contest with the Commission on this score we have felt that the principles involved have been much more important than the particular rights and license concerned."

Petition Filed to Reopen Shreveport Ch. 3 Hearing

PETITION to reopen Shreveport ch. 3 hearing and reverse FCC's grant to KTBS there, has been filed with FCC by unsuccessful applicant KWKH Shreveport.

KWKH, owned by *Shreveport Times,* said KTBS General Manager E. Newton Wray "smeared" KWKH, showed lack of candor. KWKH said it had new evidence regarding Mr. Wray's testimony. It also challenged FCC findings regarding newspaper ownership, integration of ownership, etc.

Commission affirmed examiner's initial decision favoring Shreveport ch. 3 grant to KTBS last month on ground that station better qualified in local ownership, integration of ownership and management and more extensive participation in local affairs [B•T, Feb. 21]. KWKH owners also own KTHS Little Rock, 42% of KTHV (TV) Little Rock and *Monroe* (La.) *World* and *News-Star.*

Mexican Service Opposed

OPPOSITION to ABC request to transmit programs to XETV (TV) Tijuana, Mexico, has been filed with FCC by KFMB-TV San Diego. KFMB-TV said move is nothing but scheme to serve lower California viewers from Mexico station. Tijuana is 20 miles from center of San Diego, KFMB-TV said. It claimed there is no showing of need for proposed service; that approval would cause economic injury to existing stations, particularly uhf; that competition from Tijuana station will result in lowering of program standards on part of U. S. stations. XETV, San Diego station said, does not maintain high standards required for American stations. It asks that FCC set ABC application for hearing and that KFMB-TV be made party to proceeding.

Vermont Switch Favored

PETITION of ch. 3 WMVT (TV) Montpelier, Vt., to switch to Burlington would be approved by FCC on basis of rule making ordered to change allocation of ch. 3 to Burlington. Comments ordered by April 22.

Commission also invites comments by April 22 to proposed rule making asked by ch. 40 KCCC-TV Sacramento, Calif., to amend tv table of assignments by two alternative methods: (a) assign ch. 16 to Pittsburg-Antioch, Calif. (not now provided for), substitute ch. 15 for 16 at Red Bluff and substitute ch. 56 for 16 at Santa Cruz; (b) assign ch. 16 to Pittsburg-Antioch, substitute ch. 15 for 16 at Red Bluff, substitute ch. 28 for 16 at Santa Cruz and ch. 31 for 35 at Salinas-Monterey.

Twin Falls Satellite Plan

APPLICATION for semi-satellite operation of ch. 13 at Twin Falls, Idaho, has been filed with FCC by August H. Vogeler, local warehouse proprietor. Proposed is combination transmitter and studio operation, with 80% of programming consisting of rebroadcasts from Salt Lake City, Boise and Idaho Falls stations. Application asks for 13 kw, 596-ft. above average terrain antenna. Estimated construction will cost $86,450, first year's operating costs, $92,000.

UPCOMING

March 29: Kentucky Broadcasters Assn. spring meeting, Brown Hotel, Louisville.

April 1: Pennsylvania AP Radio Assn. meeting, WQAN-WEJL (FM) theatre studio, Scranton.

April 1: Oregon State Broadcasters Assn., U. of Oregon, Eugene.

For Other Upcomings see page 120

PEOPLE

JAMES E. SZABO, former sales manager, tv dept., Adam Young Tv Corp., appointed national sales manager, Sales Div., Advertisers Television Program Service, N. Y.

THOMAS PEARSE WHEELWRIGHT, sales promotion manager, Chrysler Corp., to Ruthrauff & Ryan, Detroit, as merchandising group contact man.

ANTHONY Z. LANDI, motion picture producer, appointed vice president, Parsonnet & Wheeler, N. Y., producer of tv and motion picture films and tv commercials.

GILBERT A. RALSTON, for five years independent tv film producer and previously executive producer of Procter & Gamble Productions Inc., joins CBS-TV today (Monday) as executive producer.

WILLIAM G. GRAINGER, salesman, NBC Film Div., resigns to become president of National Tv Distributors Inc., N. Y., producer and distributor of tv film programs.

WWBZ Files Renewal Petition

WWBZ Vineland, N. J., has discontinued all horse race broadcasting and has taken steps to increase educational, agricultural and industrial programming, station has informed FCC in petition to renew license. Recommendation that station license not be renewed made by hearing examiner early this month on ground horse race information being used by gamblers [B•T, March 14]. Vineland station claimed horse race broadcasts not being used by gamblers, that they were sponsored by legitimate businesses and that track information came from UP. Nevertheless, it said, it discontinued such programming rather than incur additional costs in further argument before FCC.

Five-Mile Limit Urged

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Post's SUGAR CRISP
ST. JAMES EPISCOPAL CHURCH

WOMEN STOP . . . LOOK . . . AND LISTEN TO COOKBOOK QUIZ, AND HAVE A LOT OF FUN DOING IT!

COOKBOOK QUIZ, the five day a week audience participation program, has a format designed to sell local Western Washington housewives . . . *your product.* Affording one of the best merchandising and advertising opportunities in television, Cookbook Quiz has a loyal following of over 10,000 women's club members represented actively on the program . . . plus thousands of housewives not affiliated with these clubs.

Participating sponsor's products are prominently displayed throughout the show, worked into the quiz, sampled by the studio audience, and given as prizes to contestants.

A sure spot for foods, drugs, or beauty aids, Cookbook Quiz can and is selling products to local women . . . in one of the nation's fastest growing markets . . . on the Northwest's top television station.

CHANNEL 4
KOMO
TV
Represented by Geo. P. Hollingbery

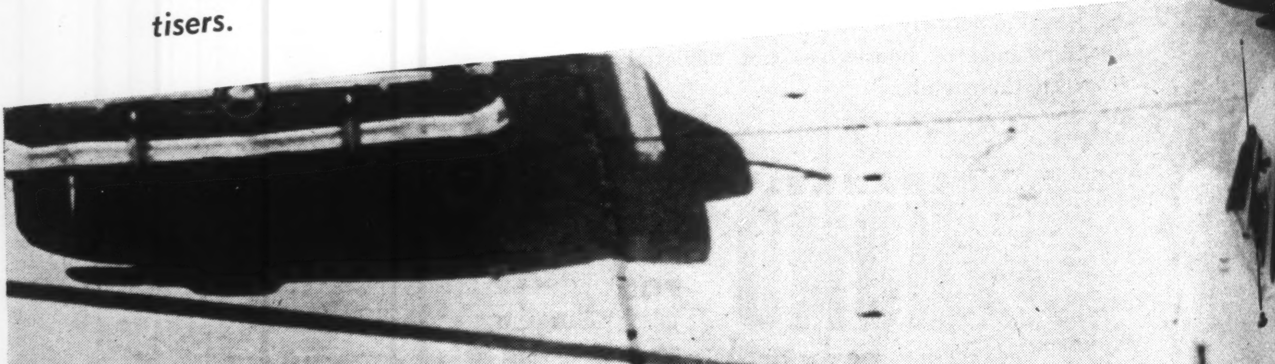
NBC
FOR
SEATTLE
AND WESTERN WASHINGTON
Call your Hollingbery man
for availabilities

RADIO-ACTIVE

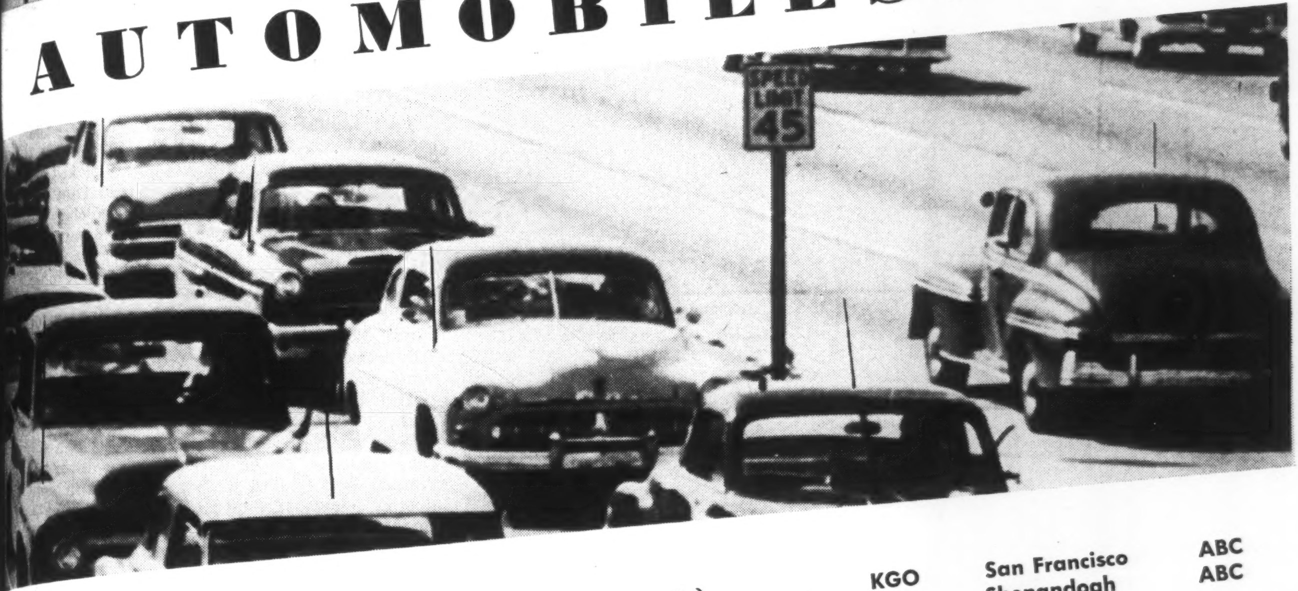
People today listen to over 26 million car Radios. They listen on the way to and from offices, factories, markets, theatres . . . in fact, anytime they use an automobile.

Every day 25 to 50 percent of all car Radios are in use. Even at the 25 percent level, car Radio listening exceeds the total circulation of the nation's leading weekly magazine.

And, Spot Radio turns Radio-Active car listeners into customers for advertisers.



E AUTOMOBILES!



WSB	Atlanta	NBC
WFAA*	Dallas Ft. Worth	NBC ABC
KOA	Denver	NBC
WIKK	Erie	NBC
KPRC*	Houston	NBC
WJIM	Lansing	NBC ABC
KARK	Little Rock	NBC
KABC	Los Angeles	ABC
KSTP	Minneapolis St. Paul	NBC
WSM	Nashville	NBC
WABC	New York	ABC
WTAR	Norfolk	CBS
WIP	Philadelphia	MBS
KGW	Portland, Ore.	NBC
WRNL	Richmond	ABC
WOAI*	San Antonio	NBC
KFMB	San Diego	CBS
KGO	San Francisco	ABC
KMA	Shenandoah (Iowa)	ABC
KTBS	Shreveport	NBC
KVOO	Tulsa	NBC
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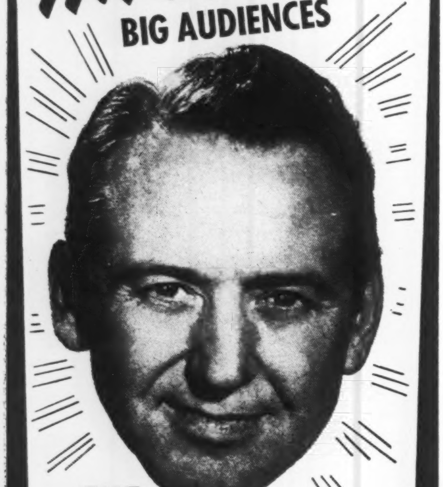

PROVEN
TO WIN NEW LISTENERS
INFLUENCE
BIG AUDIENCES

THE
Red Foley
SHOW

TRANSCRIBED MUSICAL
VARIETY RADIO SERIES

Here's a top-rated show . . . a proven audience getter in any market . . . a prestige and sales builder for any product!

It's a combination of the best of the "Fabulous Foley" and his regular cast of Ozark Jubilee network Stars . . . big name guest stars . . . perfect production!

AVAILABLE NOW . . . in most markets . . . 3 to 5 shows per week. For FREE AUDITION, information on Promotional Materials and down-to-earth costs in your area . . .

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SAN FRANCISCO Sutter 5568

OPEN MIKE

The Carolinas

EDITOR:

Frank Beatty's Carolina story [B•T, March 21] is by far the most potent thing of its kind that I've ever seen . . .

Charles H. Crutchfield
General Manager
WBT Charlotte, N. C.

EDITOR:

As an only-partially reconstructed Charlestonian, I enjoyed Frank Beatty's article on the Carolinas tremendously . . .

Thomas Means
Dir. of Promotion Service
CBS Owned Television Stations
New York

EDITOR:

Mr. Beatty is to be commended for his fine article. . . . It presents the story of the economic growth of the two Carolinas in an educational and informative manner . . .

Don Patterson
Radio-Tv Major
U. of North Carolina
Chapel Hill, N. C.

EDITOR:

Your Carolina story is terrific. In the third paragraph of the portion dealing with Asheville you say that Asheville started advertising nationally its enervating climate back in 1910, etc. Do you mean to imply that Asheville was proud of its weakening, enfeebling and debilitating qualities of its climate or did the composing room foul you up and should the word be invigorating instead of enervating?

We plan to issue a special Industrial edition March 30 of the *Asheville Citizen-Times*. We would like permission to quote from your article . . . of course, due credit will be given B•T . . .

Cecil B. Hoskins, Gen. Mgr.
WWNC Asheville, N. C.

[EDITOR'S NOTE: B•T is pleased to give permission for quotation with credit, not so pleased at the typographical error which turned a healthy "energizing" into a flabby "enervating."]

EDITOR:

I was pretty well *enervated* by the time I had finished reading the very interesting article about North and South Carolina, but, after a few lungs full of our bracing Asheville atmosphere, I was thoroughly reinvigorated. It was a nice piece of work.

Don S. Elias, Vice President
Asheville Citizen-Times
Asheville, N. C.

New High in Public Service

EDITOR:

We salute the American broadcasters for the manner in which they participated in the 1955 Brotherhood Week observance.

Our radio committee chairman, Adrian Murphy [president, CBS Radio Network], and our television committee chairman, Sylvester L. Weaver Jr. [president, NBC], and our special committeeman Noel Rhys [vice president, Keystone Broadcasting System], together with our general Brotherhood Week chairman, Ben Duffy [president, BBDO], and general media chairman, Harold E. Fellows [president, NARTB], report that radio and television coverage of the observance far outstrips that of any previous year.

More than 200 broadcasters throughout the country served on our national committees, with another 500 serving on local committees. We feel that through their efforts they are participating in one of the most thrilling and significant phases of our era, that of creating a climate in which our greatest enemies, bigotry, prejudice and intolerance, can no longer exist.

We believe that during Brotherhood Week the broadcasting industry reached a new high in public service to its vast audiences.

We are indeed grateful.

Everett R. Clinchy, President
National Conference of
Christians & Jews
New York

Bad Form

EDITOR:

Last night I decided to take a break while working overtime filling out the FCC Annual Financial Report (Form 324) and picked up B•T [March 14] and started to read OUR RESPECTS. In your tribute to David Cohn you said: "In 1953, the annual financial report was revised to require its submission only every third year—at renewal time—and its more than 15 pages was cut down to a single sheet."

The FCC instructions for completion of Form 324 state: 1. Who must file reports? All networks and licensees of broadcast stations and all permittees whose stations were operated during the year covered by this report.

Now my hat is forever off to Mr. Cohn for the wonderful job he did in cutting down the Annual Report—but if he's succeeded in only making it necessary to file every three years—since the FCC mailed us the 1954 version—wire me collect. (I still haven't finished the darn thing.)

Ian A. Elliot, Gen. Mgr.
KATL Miles City, Mont.

[EDITOR'S NOTE: Unfortunately for Mr. Elliot and all other broadcasters, B•T gots its forms mixed. It is Form 323, the Ownership Report, that now must be submitted only once in three years. The financial report is still required annually.]

Tidy House Open House

EDITOR:

I wish you could have been with me and the rest of the fellows attending the open house party at the Tidy House Products Co., Shenandoah, Iowa, Monday, March 7. The occasion was the dedication of the new and beautiful quarter of a million dollar office building.

Cy Rapp, president, served as general manager of KMA Shenandoah for 20 years. Al Ramsey, vice president and chairman of the board of directors, was commercial manager of KMA. . . . These two fellows and their wives started their selling job back in 1940 in the basement of Cy Rapp's home, with one product—Perfex Super Cleaner. Today Tidy House features: Perfex Super Cleaner, Glosstex, Dexol Safety Bleach, Shina Dish, Tyro Dairy Cleaner, Dex Nylon Rinse, with many new products on the way.

Two plants, Omaha, Neb., and Malta, Ohio; 200 people on the payroll. Tidy House uses more than 60 radio and tv stations today. They used one in 1940. Sales have soared to $6 million. . . . This Tidy House success story proves again the tremendous impact and the selling power of radio.

Jack Kelly, Gen. Mgr.
WRFW Eau Claire, Wis.

Outstanding Evolution

EDITOR:

I have just finished reading with much interested Ned Midgley's article, "Radio: Evolution of a Medium." I think it is one of the most outstanding articles on radio I have seen.

Robert G. Murdock
Promotion Manager
KSL Salt Lake City, Utah

It's Easy When You Know How!

MEREDITH
Radio and
Television
STATIONS

KANSAS CITY:	**KCMO Radio & KCMO-TV**	The Katz Agency
SYRACUSE:	**WHEN Radio & WHEN-TV**	The Katz Agency
PHOENIX:	**KPHO Radio & KPHO-TV**	The Katz Agency
OMAHA:	**WOW Radio & WOW-TV**	John Blair & Co. and Blair-TV

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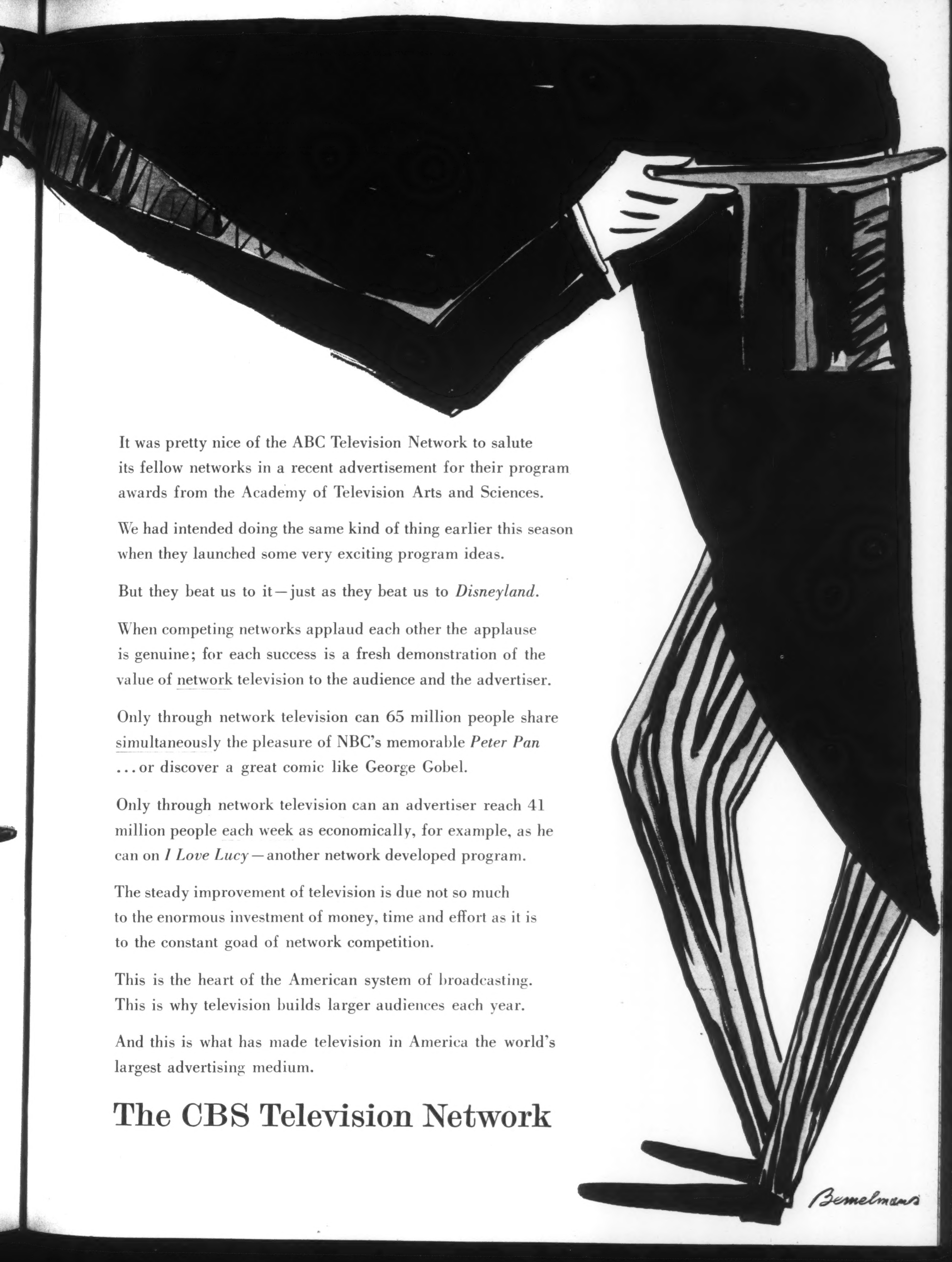


It was pretty nice of the ABC Television Network to salute its fellow networks in a recent advertisement for their program awards from the Academy of Television Arts and Sciences.

We had intended doing the same kind of thing earlier this season when they launched some very exciting program ideas.

But they beat us to it—just as they beat us to *Disneyland*.

When competing networks applaud each other the applause is genuine; for each success is a fresh demonstration of the value of network television to the audience and the advertiser.

Only through network television can 65 million people share simultaneously the pleasure of NBC's memorable *Peter Pan* ...or discover a great comic like George Gobel.

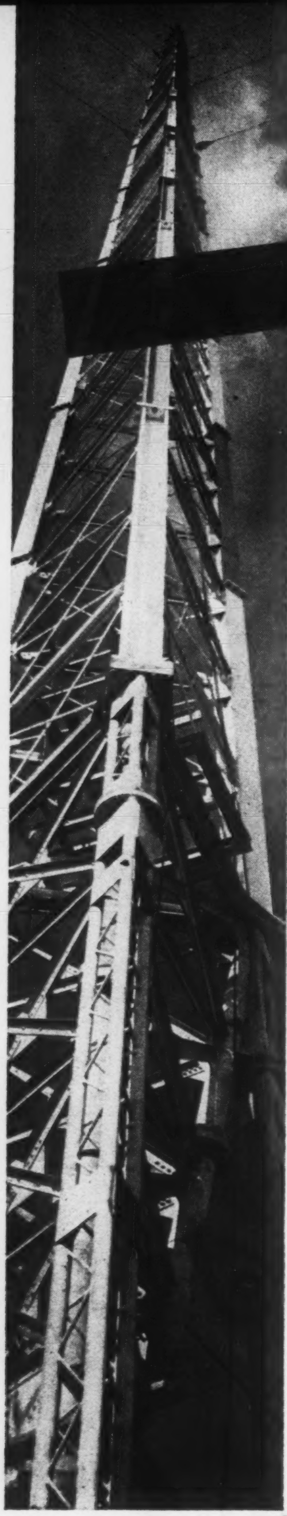
Only through network television can an advertiser reach 41 million people each week as economically, for example, as he can on *I Love Lucy*—another network developed program.

The steady improvement of television is due not so much to the enormous investment of money, time and effort as it is to the constant goad of network competition.

This is the heart of the American system of broadcasting. This is why television builds larger audiences each year.

And this is what has made television in America the world's largest advertising medium.

The CBS Television Network



KWTV

OKLAHOMA'S
NO. 1
TV STATION

HERE'S WHY:

KWTV is the CBS - TV affiliate for most of Oklahoma.

KWTV operates from the world's tallest man-made structure.

KWTV is a maximum 316,000 watts.

KWTV is No. 1 in audience building programs.

KWTV offers more effective coverage from its 1572-foot tower.

KWTV is recognized for outstanding promotional assistance.

KWTV IS
OKLAHOMA'S NO. I TV STATION

CBS

EDGAR T. BELL
Executive Vice-President

FRED L. VANCE
Sales Manager

KWTV
CHANNEL 9 - OKLAHOMA CITY
World's Tallest Man-Made Structure
1572 FEET 316,000 WATTS
AFFILIATED MANAGEMENT KOMA, CBS-RADIO
REPRESENTED BY AVERY-KNODEL, INC.

IN REVIEW

HOME

LAST MONDAY was the first day of spring, and in honor of that event NBC-TV's *Home* devoted its morning hour to spring in the city and spring in the country. It divided the time about 50-50 if you count Wally Cox as country, which is no more than fair because, although he was picked up in the studio in New York, he talked about picking wild flowers, which you certainly can't do on Fifth Avenue. Or rather, he talked about not picking them, or they'll never bloom again. Anyway, country for him.

Major part of NBC's salute to spring in the country, however, was a visit to the 350-acre farm outside of Louisville, Ky., from which WAVE-TV, NBC-TV affiliate in that city, telecasts an hour-long program each Saturday with the apt title of *Farm*. Here, along with *Home's* Kit Kinne and Hugh Downs, the Monday morning televiewers met the Paxton Marshalls who run the farm, and were taken on a tour of the premises, starting with the farm house, where Kit, escorted by Mrs. Marshall, cooed over the four Marshall children and oohed over a ham, roasted Kentucky style with a cornmeal and brown sugar topping.

Outside again, we rejoined the men to watch the sheep being moved to a new pasture, learning that in Kentucky a ewe is a "yo," not a "you," as well as that changing pasture at regular intervals helps the sheep grow better. A short look at the springhouse, the corn crib, the tobacco barn and fields and beds in which the tobacco is started before it's put into the fields (and time out for Hugh to give a commercial for King Sano cigarettes) and here we were at the cattle yard watching the Hereford cows and calves and bull.

A calf, we learned, takes a year to 18 months to grow enough to be ready for the slaughterhouse, costs 18-20 cents a pound to raise and brings the raiser 22 to 24 cents a pound. Pigs, visited next, cost about 14 cents a pound to rear, but we didn't learn how long it takes to rear them nor what they bring at market. We also were told about crop rotation, but we haven't space to go into that now.

The city part of *Home's* greeting to spring dealt with spring fashions, mostly flower print dresses with enamel butterflies, bees, grasshoppers and the like fastened on at unexpected, but we suppose stylish places, such as the hem of the skirt. And with how to turn a stodgy winter room into a gay spring room, with ferns in the fireplace, flowered slipcovers and drapes, floral paintings and live flowers in urns and vases and jars all over the place.

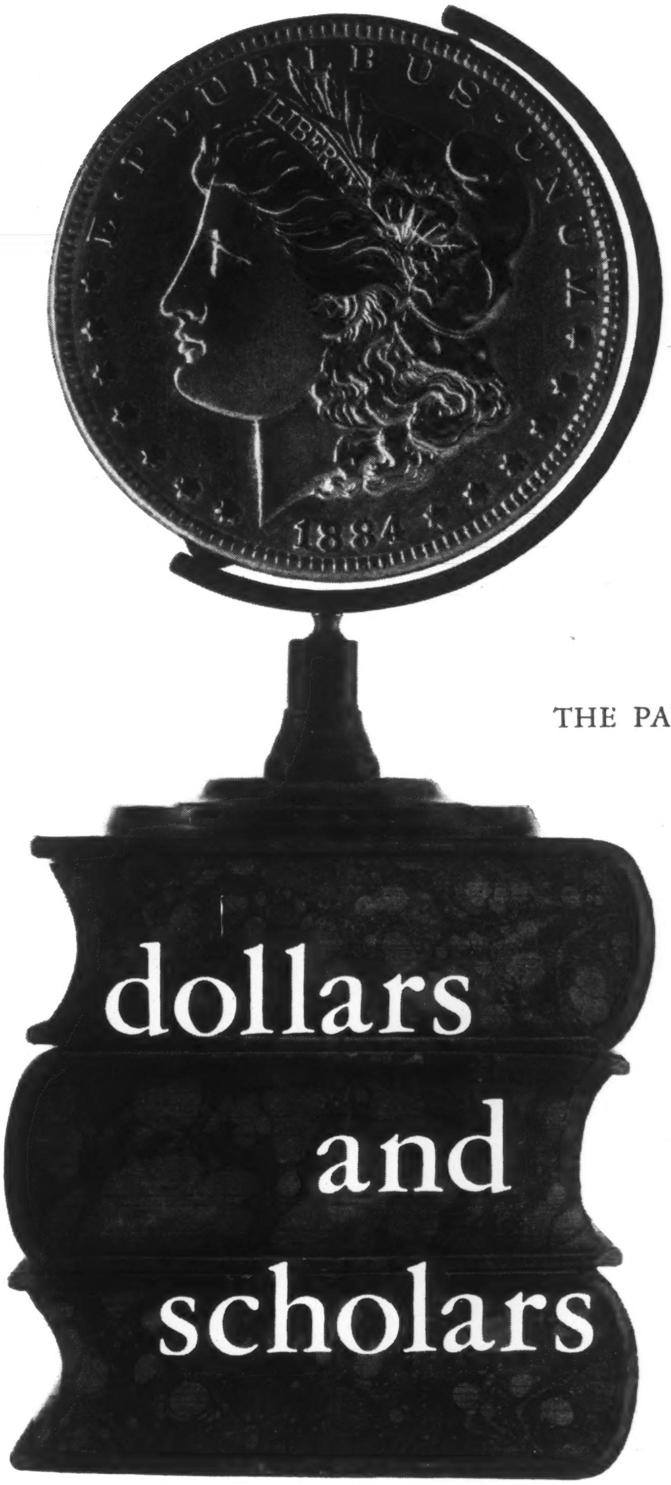
Arlene Francis, head gal at NBC-TV's *Home*, displayed new things in the shops, saluted stores, interviewed Mr. Cox and kept the studio part of the program moving at a fast clip.

Production cost: Approximately $43,000 a week for the five telecasts on NBC-TV, Mon.-Fri., 11 a.m.-12 noon EST.

Editor-in-Chief: Arlene Francis; host and shopping news editor: Hugh Downs; cooking editor: Kit Kinne; home decorations editor: Nancyann Graham; fashion editor: Natalie Cox; off-camera editors: Hazel Arnett, Jeanne Homm, Claire Barrows, Anne Berry.

Executive producer: Dick Linkroum; producer: Ted Rogers; director: Harth Dietrick; commercial director: Bob Wilbor; film supervisor: Phillips Wylly; senior editors: Kay Elliot, Al Morgan; writers: John Fuller, Robert Ruthman; special features integration writers: Beryl Psizer, Ted Tiller.

WAVE-TV producer: Bert Blackwell; WAVE-TV director: Bob Breuer, for Home *visit to the WAVE-TV farm during the March 21 telecast.*



To get their full share of customer dollars in America's second richest market, national advertisers are most likely to succeed with WNBQ's celebrated "Chicago School" of television.

WNBQ's School motto for advertisers is . . .

THE PAY-OFF IS AT THE POINT OF SALE

Exciting, original, pace-setting programs—backed by the most *active* merchandising service in town—keep the motto meaningful.

WNBQ's home-grown shows are designed for the varied interests of every segment of the market. For instance, WNBQ is the first Chicago station to offer a TV course for college credit. In cooperation with the University of Chicago, WNBQ presents "Governments and Human Nature" every Sunday from 10 to 10:30 a.m.

Nearly 400 Chicagoans have paid well over $2,000 as tuition fees for college credit or for the course syllabus, and another 1,000 people have taken time to write letters of appreciation. All in all, an impressive audience response to an unashamedly high-level educational program, at an early Sunday morning hour.

WNBQ takes pride in this exceptional program of higher learning. And WNBQ is justifiably proud, too, that its "Chicago School" specializes in higher *earning* for advertisers.

WNBQ channel 5
REPRESENTED BY NBC SPOT SALES

NBC TELEVISION IN CHICAGO
a service of RCA

OVER 30 RCA
50 KW VHF

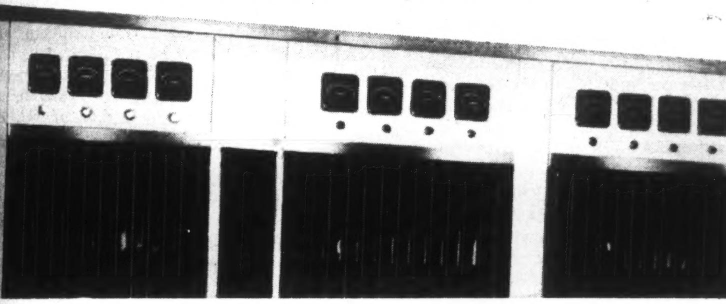
RCA 50-KW Transmitter
Designed for full output on COLOR

RCA
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION
CAMDEN, N.J.

...now "ON-AIR"

Who's Who among the RCA "50's"

KAKE-TV—Wichita, Kansas
KEYD-TV—St. Paul, Minn.
KHJ-TV—Los Angeles, Calif.
KLZ-TV—Denver, Colorado
KMBC-TV—Kansas City, Mo.
KOLN-TV—Lincoln, Nebr.
KTRK-TV—Houston, Texas
KTTV—Los Angeles, Calif.
KWTV—Oklahoma City, Okla.
WAAM—Baltimore, Maryland
WALA-TV—Mobile, Alabama
WBAL-TV—Baltimore, Md.
WBTW—Florence, S. C.
WCAU-TV—Phila., Pa.
WCHS-TV—Charleston, W. Va.
WDEL-TV—Wilmington, Del.
WFLA-TV—Tampa, Fla.
WGAL-TV—Lancaster, Pa.
WHBQ-TV—Memphis, Tenn.
WHO-TV—Des Moines, Iowa
WISH-TV—Indianapolis, Ind.
WJAR-TV—Providence, R.I.
WJRT—Flint, Michigan
WMIN-TV—St. Paul, Minn.
WTCN-TV—St. Paul, Minn.
WNHC-TV—New Haven, Conn.
WOOD-TV—Grand Rapids, Mich.
WSFA-TV—Montgomery, Ala.
WTHI-TV—Terre Haute, Ind.
WTOP-TV—Washington, D.C.
WTRF-TV—Wheeling, W. Va.
WTVT—Tampa, Florida
WTVW—Milwaukee, Wis.
WXEL—Cleveland, Ohio



Saturation Coverage with RCA's 50KW VHF and High-Gain Antenna

Now, over 30 high-power VHF stations are "on-air" and delivering saturation coverage with an RCA 50-kw—operated in conjunction with an RCA High-Gain Superturnstile.

Here are important reasons why you will benefit by selecting RCA's "Fifty" for your high-power station.

RELIABILITY. RCA 50-KW equipments are built to operate with *"day-in day-out"* reliability. (Ask any of the RCA-equipped 50-KW VHF stations already on air.)

CONSERVATIVE DESIGN. RCA 50-KW VHF's deliver a full 50 kilowatts of peak visual power—*measured at the output of the sideband filter.* You get full power output on both monochrome — AND COLOR — *with power to spare!*

SATURATION COVERAGE. An RCA 50-KW VHF, operated in conjunction with an RCA Superturnstile Antenna, is capable of "flooding" your service area with STRONG SIGNALS—*close in and far out!* With standard antennas, RCA 50-KW's can develop 316 KW ERP—with power to spare.

AIR-COOLED. RCA 50-KW VHF's are all air-cooled. You save on installation costs and maintenance. Visual and aural P.A.'s use conventional RCA power tetrodes (Type 6166).

MATCHED DESIGN. RCA 50-KW VHF's are "systems-matched" to deliver peak performance in combination with RCA 50-KW antenna systems.

COMPLETE SYSTEM. RCA supplies everything in system equipment to match the RCA "50-KW" precisely; Antenna, transmission line, fittings, tower, r-f loads, diplexers — and all other components needed to put a 50-KW VHF signal on the air.

Take advantage of RCA's 25 years' experience in designing and building high-power equipment. Ask your RCA Broadcast Sales Representative to help you plan a completely-matched high-power system. In Canada, write RCA Victor, Ltd., Montreal.

RCA High-Gain Superturnstile Antenna (TF-12BH)

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

This is San Francisco...

where 14 out of 18 hours, radio has more men *and* women listeners per home than TV has adult viewers. Ah, radio... the mature medium. And the best radio in San Francisco is...

KCBS

50,000 WATTS

Represented by CBS Radio Spot Sales

our respects

to SHEPARD CHARTOC

THE SO-CALLED "growth" companies among the more competitive users of broadcast media never cease to be a source of amazement and gratification to Shepard Chartoc, vice president in charge of radio and television at Gordon Best Co., Chicago.

From his present vantage point—and against a background of producing, directing, packaging and writing pursuits—Mr. Chartoc has played more than a passing role in the dramatic development of Helene Curtis Industries (Suave hair tonic, Egg Shampoo, other products), which today spends about $5 million on advertising, Maybelline Co., Florsheim Shoe Co. and other "growth firm" accounts of midwest origin.

Mr. Chartoc once handled such package properties as Red Grange, Ted Lewis, Bulldog Drummond, Tex Ritter and Rex Allen. He also made his mark at CBS Central Div., agencies like Olian & Bronner and Buchanan & Co., and with the U. S. Air Force. His versatility seems to be a matter of record ever since he deserted a managerial and directorial capacity in the legitimate theatre.

Mr. Chartoc is a transplanted easterner (he was born in New York on June 3, 1913). He attended Morris High School and New York U., majoring at the latter in accounting and business administration. Because of his eastern background and penchant for show business, not to mention the persuasions of his cousin, S. M. Chartoc, he "arrived" in the theatre at an early age—20. At that time he was selected by the *World-Telegram* as one of the "10 most promising newcomers to the theatre."

The records would unearth the fact that Shep Chartoc and his cousin borrowed $1,000 to put into Milton Aborn's floating "Gilbert and Sullivan" stock company which wound up in New York's Majestic Theatre. When Mr. Chartoc split off from his cousin, he managed winter stock companies in Phoenix and Tucson and summer outfits in New York State and Pennsylvania. During this tempestuous period, Mr. Chartoc recalls, he was active in theatre management and agents groups and served as general manager for the Phoenix Theatre (later Mercury Theatre) with Orson Welles. (He once managed actress Peggy Fears.)

Mr. Chartoc has had more than a passing interest with—and can spin anecdotes by the hours about—the likes of Mr. Welles, Carl Sandburg (the noted Lincoln historian) and writer Norman Corwin. But he would rather talk about his "indebtedness" to such advertising personages as John J. (Jack) Louis Sr., partner and senior vice president in Needham, Louis & Brorby Inc., and H. Leslie Atlass, vice president in charge of CBS Central Div. (WBBM-AM-TV Chicago), as well as Gordon Best, president of the agency bearing his name, and Jack Van Volkenburg, president of CBS-TV.

After Mr. Chartoc's tenure in the U. S. Field Artillery at Fort Bragg, N. C., Mr. Louis asked him to come to Chicago and work on the civilian Air Force procurement program. A fortnight's stint lasted 17 weeks.

In 1942 he joined CBS Chicago as director of press information, educational director and special events chief. As he recalls it, "the only thing that really appealed to me was special events." Mr. Chartoc wrote copy and turned out documentaries on *The Spirit of '43,* the role of various industries in the war effort and other subjects.

After a short hitch with Music Corp. of America in 1945 as its radio director, Mr. Chartoc went into the syndicated radio production field as co-owner of Chartoc-Coleman Productions. Its complete line consisted of the aforementioned Ted Lewis and other packages, plus *The Inside Story, Franklyn McCormack's Book of Memories* and *Love Letters.* The Lewis and Rex Allen stanzas were written, directed and produced by Mr. Chartoc.

In 1948 Mr. Chartoc entered the agency field, starting as radio-tv director of the Chicago office of Buchanan & Co. The following year, he freelanced as a writer, director and producer of tv programs and commercials, both live and film.

Even at that time, as before in his association with Buchanan, he was active on behalf of Helene Curtis Industries. As an independent he turned out commercials for Curtis, Mrs. Klein's potato chips and Florsheim shoes.

From 1952 to 1953 he served as account executive at Olian & Bronner, handling a considerable portion of mail order accounts on radio. About two years ago he joined Gordon Best, which today handles, aside from Helene Curtis and Maybelline, such accounts as Perma starch, Florsheim Shoe Co., General Finance Corp. and Milner Products. The Maybelline account is serviced completely by Roy Kirtland, Best vice president.

Mr. Chartoc works on all these accounts but specializes on Helene Curtis (which sponsors *Professional Father* and Robert Q. Lewis on CBS-TV), whose Suave, shampoo, and beauty divisions are handled by Best. General Finance co-sponsors Cubs, White Sox and other baseball broadcasts on radio.

Mr. Chartoc likes to pause occasionally and think about the growth of such firms as Helene Curtis and Maybelline (the latter co-sponsored the recent Emmys award telecast from Hollywood). At the moment he is thinking in terms of valuable network franchises for the former to supplement a tv spot drive.

Mr. Chartoc's hobbies are sports and the theatre. He has a seven-year-old daughter, Leslie Ann.

each one is different

Bulldog or oom paul . . meerschaum or briar . . each has its distinctive characteristics. Television stations — on a far broader scale — have equally diverse personalities.

It's as simple as this: *quality* TV stations concentrate upon tastes and interests of the individual communities they serve. "Packaged" representation is not for them. Nor does it have any place in the tailored, quality service developed by Harrington, Righter and Parsons for the quality stations listed below.

This makes *us* different, too . . different because we serve *only* television, different because we believe in giving the maximum to a few instead of the minimum to many. It makes sense to us. Perhaps it also makes sense to you to find out more about our standards of quality representation . .

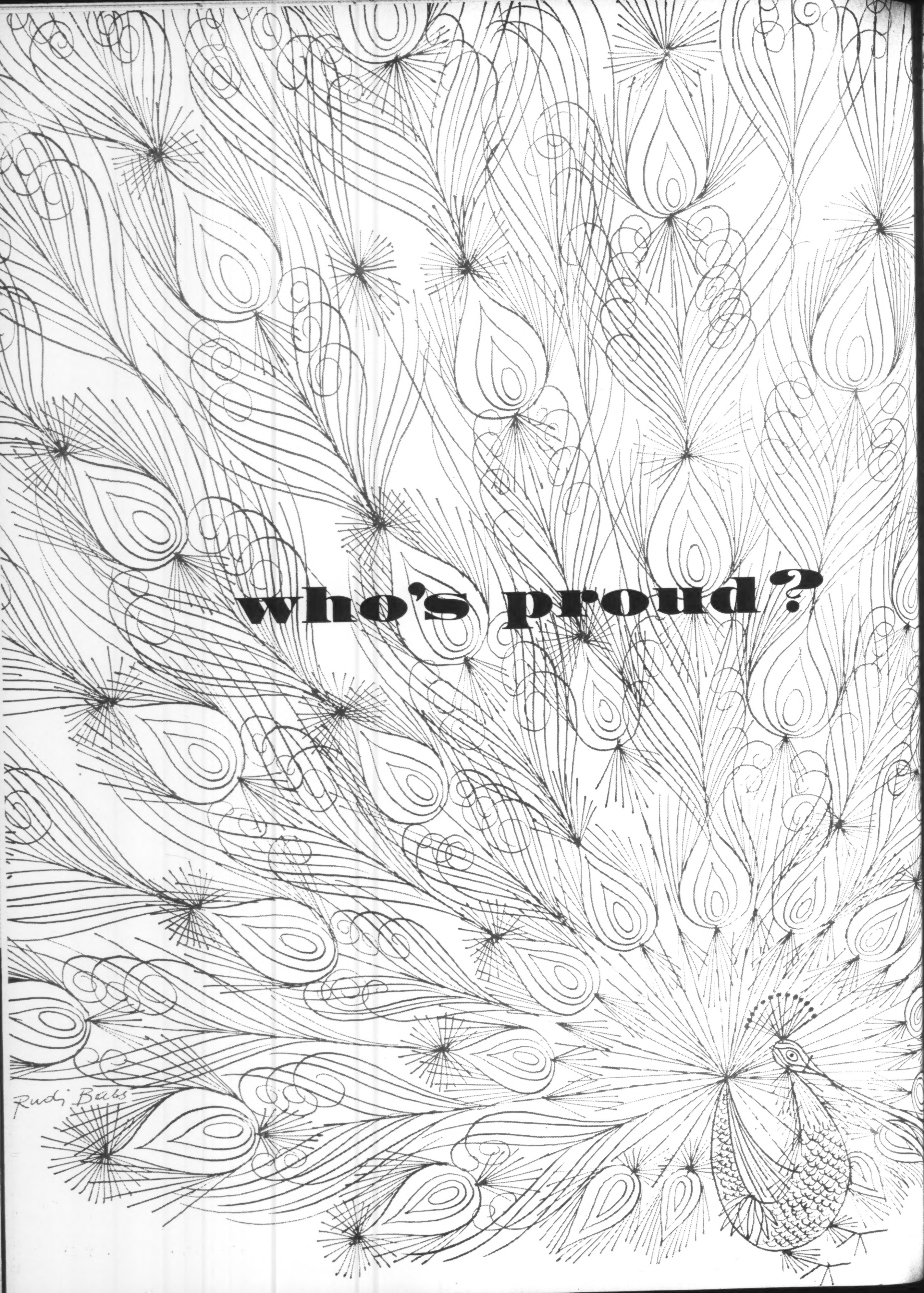
Harrington, Righter and Parsons, Inc.

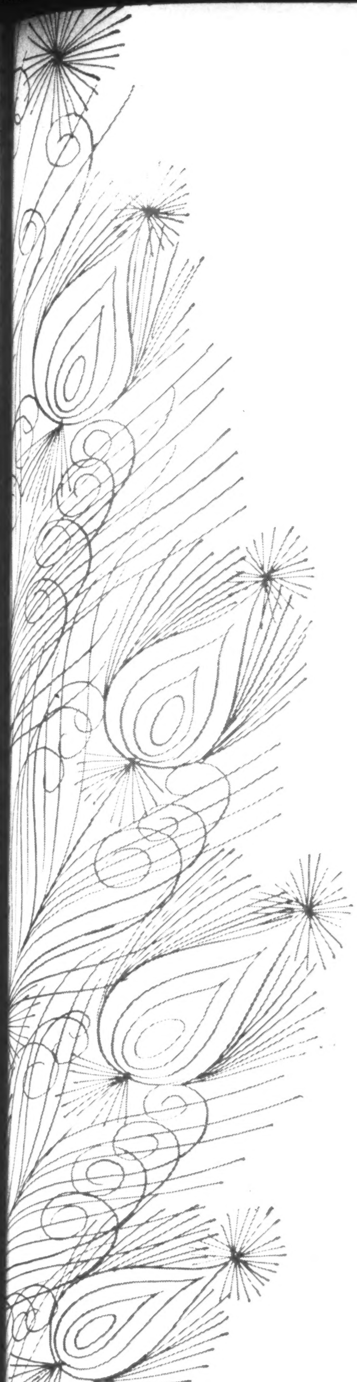
New York
Chicago
San Francisco

television — the *only* medium we serve

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WTPA	*Harrisburg*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*
WSYR-TV	*Syracuse*

who's proud?





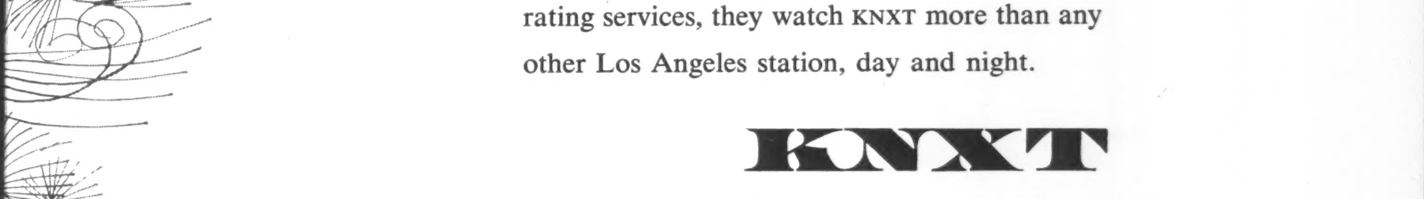
It's hard not to feel a glow of pleasure when you win a *special* Emmy, as KNXT did—on top of fourteen other major awards and commendations* over the past fifteen months.

But more than pride we feel a deep sense of responsibility. For the citation which accompanied KNXT's Special Achievement Award sets a stiff pace for the future . . . a pace that's going to keep us working nights to continue to merit such honors. Picked by a committee of distinguished Los Angeles citizens, KNXT won the Academy of Television Arts and Sciences award "for general excellence of programming . . . for outstanding public service to the community . . . *for the greatest contribution to the advancement of television*" of any Los Angeles station during 1954.

There's another award we treasure, too, because it means so much to our advertisers. It's the one we get from Southern California's 2,167,800 viewing families each month. According to every one of the rating services, they watch KNXT more than any other Los Angeles station, day and night.

KNXT

Channel 2, CBS Television's key station in Hollywood
Represented by CBS Television Spot Sales



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*Including a Peabody, a duPont, an Ohio State and a Sylvania

to cover the
NEW YORK
Metropolitan area...

...YOU owe it to
your clients to invest
in a station with a
growing equity!

• D. J. AVERAGES •

Industrials . . . UP
Chemicals
Utiliti . . . UP
. . . . . . UP
. . . . UP
Tele . . . UP

...WINS UP 50%*...

*of audience increase
Monday—Saturday
Jan. 1954—Jan. 1955
based on pulse, N. Y.

... use one of
America's 2
GREAT independents!

WINS
1010

50,000 watts...
... 24 hours a day

SAN FRANCISCO OFFICE:
Chuck Christianson
Hotel Fairmount
DOuglas 2-2536

CHICAGO OFFICE:
George Clark
360 N. Michigan Ave.
RAndolph 6-0712

W. ROBERT GUGGENHEIM JR.

on all accounts

A MEMBER of the noted Guggenheim mining family, W. Robert Guggenheim Jr., west coast tv-radio director of MacManus, John & Adams Inc., Hollywood, has created for himself a position of growing stature in broadcasting.

Robert Guggenheim was born in Seattle on Aug. 13, 1910, the son of Col. W. Robert Guggenheim, former U. S. Ambassador to Portugal. He graduated from William Penn Charter School, Philadelphia, and received a BA in economics and public speaking from Dartmouth College in 1933.

After graduation from Dartmouth he entered the family business as an ore buyer and assistant manager in Mexico and Salt Lake City for four years, before becoming an assistant director at Selznick-International Pictures, Culver City. Finding motion pictures to his liking, he became assistant producer to Kenneth Macgowen at 20th Century-Fox Studios in 1938, leaving that position in 1940 to enter radio as a producer at KNX Hollywood.

In 1942, he entered the navy as a lieutenant (j.g.), served in naval intelligence in Australia and the South Pacific and was discharged as a reserve lieutenant commander in 1946.

Mr. Guggenheim produced and packaged radio programs for a short period before joining KNBH (TV) [now KRCA(TV)] Hollywood as manager of film operations in 1948. In 1952, he became general manager of Major Tv Productions (subsidiary of Sol Lesser Productions), Hollywood, leaving the following year to become west coast representative for William H. Weintraub & Co. in coordinating and supervising tv film production for Revlon.

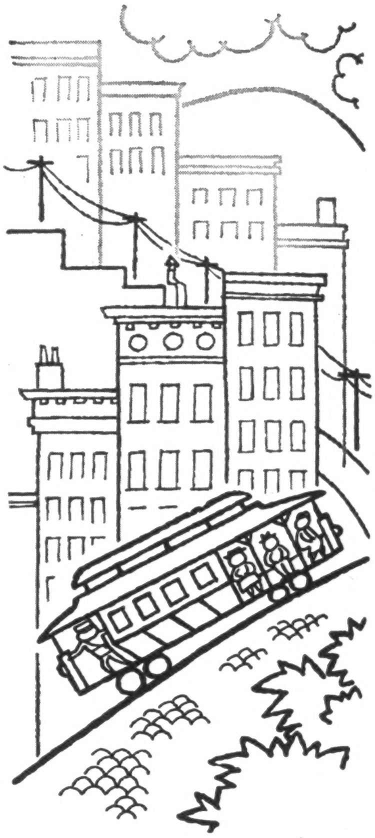
Last year he assumed similar duties with MacManus, John & Adams where he currently is active in the production of NBC-TV's *Medic* (for Dow Chemical Corp.) and *Jack Carson* programs (for Pontiac) under Henry Fownes, national radio-tv director of the agency.

Trained in film, Robert Guggenheim is convinced that tv film will eventually play the major role in tv programming. "Film gives you more control over the program," he says.

Citing ABC-TV's *Disneyland,* and the proposed Warner Bros. tv series which will follow the same format, Mr. Guggenheim feels there is a trend toward hour-long programming.

Mr. Guggenheim sails, collects stamps, and also is active in civic organizations. He is a director and the campaign director of the Southern California Society for Mental Hygiene, as well as a director of the family's Guggenheim Foundation. He has two children, Grace, 19, and Daniel, 17.

to cover the
SAN FRANCISCO
Bay area...



... use one of
America's 2
GREAT independents!

KYA

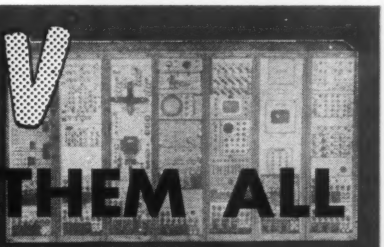
The Personality Station
... 1260 k. c.

NEW YORK OFFICE:
John Barry
28 West 44th St.
BRyant 9-6013-14

CHICAGO OFFICE:
George Clark
316 N. Michigan Ave.
RAndolph 6-0712

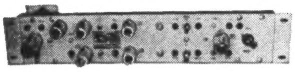
COLOR TV

ONLY TELECHROME INCORPORATED MAKES THEM ALL



COMPLETE FACILITIES FOR TV STATIONS, MANUFACTURERS & LABORATORIES

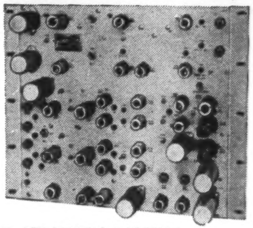
Finest color film chains, colorplexing, transmitting, analyzing, monitoring, testing equipment.



617-BR AUTOMATIC BALANCE CONTROL FOR ALL COLORPLEXERS

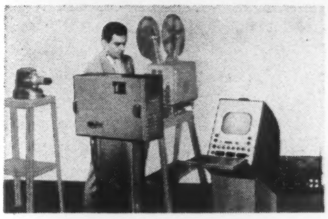
(Regardless of Manufacture)

An ingenious circuit locks the entire encoding equipment in balance within 20 seconds after being turned on. Thereafter balance is held under even the most difficult operating conditions.



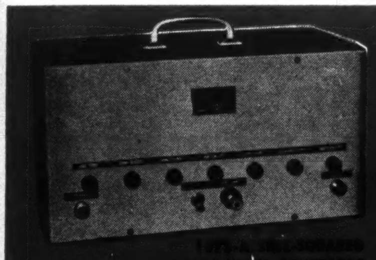
609-ER AUTOMATIC BALANCE CONTROLLED COLORPLEXER

The only colorplexer which incorporates Automatic Balance Control. Eliminates all drift problem. Colorplexer automatically and instantaneously in balance at all times.



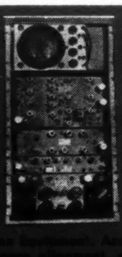
700-A 3V COLOR FILM CHAIN

Finest in quality, lowest in price. 3V provides greatest latitude in selection of color films. Designed specifically for broadcast application, requires little space. Multiplexes 35 or 16mm film, slides, opaques.



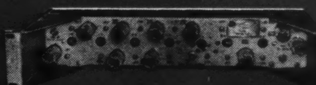
[illegible]-A SINE-SQUARED SQUARE WAVE GENERATOR

Newest test unit produces new type of wave forms for testing any part or all of a TV or pulse system for amplitude and phase characteristics. [illegible]



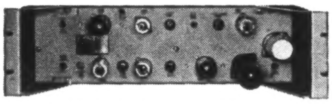
1601-AR CHROMASCOPE

Signal Certification Equipment. Accurately measures the performance alignment, and phase errors of color TV equipment. Presents on a cathode ray screen a continuous polar plot of the phase and amplitudes of all colors in a composite color video signal. Capable of a .2° accuracy [illegible]



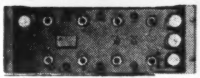
1604-AR PHASE MAGNIFIER

Expanded phase indicator of a signal for measurements of differential phase to .2° or better accuracy at chroma frequencies.



302-AR DRIVE GENERATOR

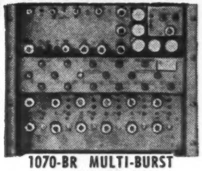
Small, portable, inexpensive unit. Provides horizontal blanking, horizontal sync, vertical drive and burst flag for driving most signal generating equipment where standard sync is not available.



1071-AR WINDOW GEN.

1041-BR STAIR STEP GEN.

OSCILLOSCOPE CAMERA MODEL 1521-A



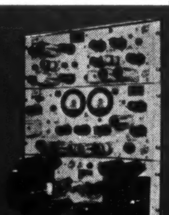
1070-BR MULTI-BURST FREQUENCY GEN.

VIDEO TRANSMISSION TEST EQUIPMENT

Provides stairstep, window and multiburst signals. Now in wide use by the leading TV stations, networks and common carriers. Checks video facilities for color and monochrome. Polaroid camera recording.

636-B CHROMALYZER

Portable Precision Color Bar Generator for checking color broadcast studio and transmission facilities, receivers and monitors. Can be tied into a system. Provides complete composite color signals at 100 or 75% chroma.



1603-AR PHASE SLOPE (ENVELOPE DELAY) CURVE TRACER

Instantaneous scope or meter reading of the envelope delay and amplitude characteristics of any network, video amplifier, or systems. Precise-time saving. Has separate transmitter and receiver units which allow one way or loop [illegible]

DELIVERY 30 DAYS

Literature on these and more than 150 additional instruments for color TV by TELECHROME are available on request.

TELECHROME INCORPORATED

The Nation's Leading Supplier of Color TV Equipment
88 Merrick Road Amityville, N. Y.
AMityville 4-4446

See These Units at BOOTHS 181-183
IRE SHOW

ATOMIC!

THE NEW TV SERIES THAT'S GOT EVERYBODY EXCITED!

HERE ARE A FEW OF THE MARKETS ALREADY SOLD . . .

SOLD!

★ **PICTSWEET . . .**
LOS ANGELES, SACRAMENTO, FRESNO, DENVER, TUCSON, SAN FRANCISCO, SAN DIEGO, BOISE, PORTLAND, SEATTLE, SPOKANE

★ **THE TOBIN PACKING CO. . . .**
UTICA. ROCHESTER, BUFFALO

SOLD!

OLYMPIA BEER . . .
LOS ANGELES, SAN FRANCISCO, SAN DIEGO, PORTLAND, SEATTLE, SPOKANE, BOISE, BAKERSFIELD, LAS VEGAS, EUGENE, ANCHORAGE, FAIRBANKS, SACRAMENTO, FRESNO, MEDFORD, IDAHO FALLS, CHICO

SOLD

★ **BROMO-SELTZER . . .**
NEW YORK, PHILADELPHIA, WASHINGTON, D. C., BALTIMORE, DETROIT, CHICAGO, ST. LOUIS, INDIANAPOLIS, CLEVELAND, GREENSBORO, SALT LAKE CITY, CHARLOTTE

★ **PROGRESS BEER . . .**
OKLAHOMA CITY

★ **NATURAL GAS COMPANIES . . .**
PITTSBURGH

★ **GENESEE BEER . . .**
ROCHESTER

★ **SERUTAN . . .**
CINCINNATI, DAYTON, COLUMBUS

★ **NATIONAL BANK OF TULSA . . .**
TULSA

★ **ARIZONA PUBLIC SERVICE . . .**
PHOENIX, YUMA

★ **1st NATIONAL BANK . . .**
MIAMI

★ **WISCONSIN OIL . . .**
MILWAUKEE

★ **1st NATIONAL BANK . . .**
ATLANTA

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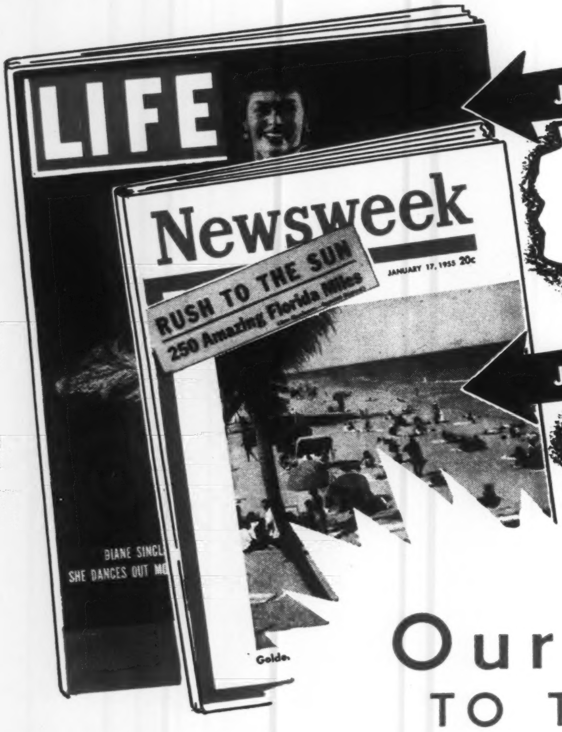
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BROADCASTING TELECASTING

March 28, 1955 Vol. 48, No.13

ELECTRONIC MAGIC PROMISES TO TRANSFORM RADIO AND TV

IRE convention in New York witnesses disclosure of transistorized radio, tricolor vidicon, improved uhf transmitting antenna, earth satellite relay station for transoceanic tv, automation, compatible high-definition black-and-white tv and other developments. Coincidentally, new tv production improvements are announced.

A WONDER WORLD of electronic devices which promises to revolutionize the production of television programs and the manufacture and design of radio-television transmitting and receiving gear was unveiled last week.

In New York, 40,000 members of the Institute of Radio Engineers saw an impressive exhibit of equipment that already has emerged from the laboratories and heard about still more to come. Three principal technological trends were evident at last week's IRE convention:

- Smaller parts for smaller sets along with improved performance.
- New color tv advances.
- An underlying anticipation of eventual automation in the manufacture of broadcast equipment and radio-tv receivers.

Highlights of the convention included: a discussion of transocean tv; "frozen" tv caught on a storage tube; transistorized radio—according to the manufacturer, heralding an era just around the corner; a panel on spurious radiation; automation, electronic brain computers, memory computers and a host of other electronic developments applicable to industry.

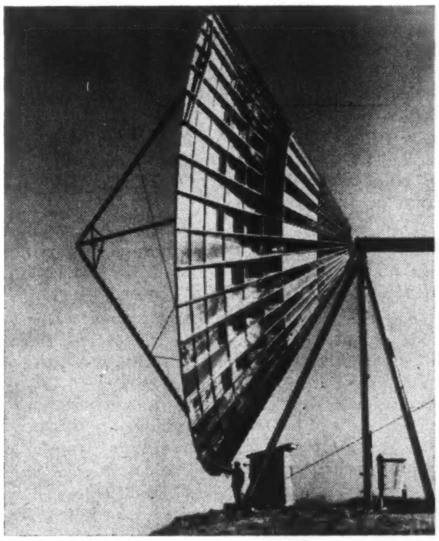
Among the exhibits were new tubes, transistors and other components, many of which have various applicability in radio and tv.

Although most of the technical advances last week were concentrated at the IRE convention, two other developments of significance to television were shown elsewhere. In Los Angeles a new camera capable of simultaneous motion picture filming and live telecasting was announced (see page 33), and in New York an "additive" method of color photography for tv filming was demonstrated (see page 32).

At the IRE convention electronic apparatus filled New York's Kingsbridge Armory and Kingsbridge Palace. The main sessions were held at the Waldorf-Astoria Hotel and at the Hotel Belmont-Plaza.

RCA scientists disclosed a tricolor vidicon which was described by RCA as "a revolutionary new type of color tv camera tube." It simultaneously generates red, green and blue signals. RCA said the tricolor vidicon was a major step in its research program aimed at "an all-purpose color television camera as simple and compact as those now used for black-and-white tv."

A five-man team, Drs. Paul K. Weimer, Sidney Gray, Stefan A. Ochs, Harold Borkan and Harry C. Thompson, said tests in a modified monochrome camera at the David Sarnoff Research Center at Princeton, N. J., showed the ability of the new camera tube to telecast color slides, color motion pictures and scenes where high levels of lighting may be used. Greater sensitivity, they said, is expected with further development thus permitting the tube to be used under varied lighting conditions.



WORLD'S LARGEST antenna, a 60-ft. circle, for super high frequencies is being tested by Bell Telephone Labs and MIT at Holmdel, N. J., where it can pick up tv and telephone signals from points 200 miles away. The technique is expected to provide longer communications bridges over water and rugged terrain. At the present time, microwave stations are 30 miles apart.

Present color tv cameras have separate tubes to pick up each color, the three independent signals later combined into a composite signal which is broadcast.

Dr. Weimer told the IRE that the tricolor vidicon combines all color pickup functions in a single tube no larger than RCA's standard image orthicon tube in the black-and-white camera. Advantages of the single tube color camera, he said, include insurance of precise optical and electrical registry (avoiding any tendency of overlap or fringing of color signals) as well as greater simplicity and compactness in color camera design.

A new color picture tube with a picture brightness three to four times greater than those used in current color receivers was claimed in a paper presented by three engineers of the Rauland Corp., a subsidiary of Zenith Radio Corp. The tube, they explained, has been constructed in both the 19-inch round and 24-inch rectangular sizes.

Another talk dealt with a description, by O. M. Woodward Jr. of RCA and James Gibson of Sweden, of a new type of high-gain uhf transmitting antenna. This antenna, called "Omniguide," employs waveguide components in the design instead of coaxial line elements. According to the paper, a full-scale experimental model having a nominal power gain of 13.6 db was built for uhf ch. 72. The model is 26 feet long, 20 inches in diameter, and weighs 750 lbs.

A new type of television transmitting antenna, especially useful in color tv, was discussed by R. W. Masters and C. J. Rauch of Ohio State U., which conducted research under a contract sponsored by the RCA Victor Div.

Two Discuss Hi-Fi Tv

A system for compatible high-definition black-and-white television, which would be the tv viewer's version of high fidelity, was outlined by two Westinghouse Research Lab scientists, Pierre M. G. Toulon and Francis T. Thompson.

Other developments outlined in papers presented were: "Spurious Emission Filters for Highpower Tv Transmitters," William J. Judge Jr., Allen B. DuMont Labs; "Synchronization of Multiplex Systems for Recording Video Signals on Magnetic Tape," D. E. Maxwell and W. P. Bartley, General Electric; "Channel Response Requirement of These Systems," Benjamin G. Walker, GE; RCA's "Electronic Music Synthesizer" which already has had its public debut; "Proposed Controls for Electronic Masking in Color Tv" (Eastman Kodak Co.); "Experimental Equipment for Recording and Reproducing Color Tv Images on Black-and-White Film;" "A Cathode-ray Vectorgraph" (decoder), Allen B. DuMont Labs, and "Automatic Balance Control of Colorplexers in Color Tv" (Telechrome Inc.).

At the opening session of the IRE convention, Dr. John R. Pierce, director of electronics research, Bell Telephone Labs, suggested the use of man-made space satellites as the means for relaying tv signals across the ocean.

Dr. Pierce envisioned an aluminum ball, 100 feet in diameter, suspended 22,000 miles above the earth, reflecting tv signals from one continent to another. This, he said, would obviate the need for cables across the seas.

The Bell Telephone scientist said that good reception would be "electronically feasible" with the use of this satellite above the earth. Required, he said, would be an antenna 250 feet in diameter at both the sending and receiving stations on earth. Transmitter would be only 50 kw.

Chief problem, he said, would be keeping the reflecting surface of the satellite steadily aimed in the right direction. The ball would retain its position in space, however, since the centrifugal force of its revolution about the earth would equal the earth's force of gravity on it. At 22,000 miles up, the speed of the satellite around the earth would equal the earth's rotation and thus, to an observer on earth, the disc would appear to be standing still.

Dr. Pierce said that a new transatlantic cable which is being laid at a cost of $35 million to carry 30 tv or radio channels would be outclassed by the aluminum ball or a flat plate which would be rocketed into space (steadied by sun-powered motors built into it) since they could carry 900 channels.

During a panel, Bell Telephone Labs and the Massachusetts Institute of Technology announced direct tv and multi-channel telephone transmission through space at uhf frequencies for as much as 200 miles without relay stations. Tv pictures—as well as radio and telephone conversions—could be sent over-the-horizon on uhf frequencies. This would permit longer communications bridges over water and rugged terrain. In present microwave radio relays, stations are 30 miles apart.

A cathode-ray picture tube with built-in memory developed by Raytheon Mfg. Co. was shown for the first time. The system permits the storage of one frame of a television picture and a "play back" on a monitor up to 30,000 times. Quality was comparable to tv with the full range of gray shades and the most minute detail.

Called "brain-in-a-bottle," the "frozen television" tube is an outgrowth of experiments which began in the 1930s, Raytheon said. Various applications are seen for the tube which also can erase electronically the information written into it. At a news conference, Raytheon engineers wrote stills of fleeting tv images at will. The image holds as long as 15 minutes before it begins to fade.

Raytheon also devoted considerable publicity to its transistor developments. Frank Dukat, transistor engineering and product manager, flatly stated that more transistor portable radios than color tv sets would be manufactured in all of 1955 and "that within two years, practically all portable receivers will be transistorized."

Pocket Am Set

A pocket-sized radio (am) receiver in the developmental stage and using eight junction transistors was explained in an engineering paper by RCA scientists who claimed it to be comparable in performance to conventional sets. A four-cell battery provides the power. It measures 2¾ inches high, 5⅛ inches long and 1¼ inches thick. Its total weight is 17 ounces. Dimensions are determined actually by the speaker, tuning condenser, antenna core and battery since the transistors and small components occupy only a fraction of the receiver's total volume, it was explained.

The entire field of "automation," made possible by electronic devices, which is hastening the complete automatic manufacture of such products as radio-tv sets, also took a slice of the attention at IRE.

At the annual banquet Wednesday: the IRE's Medal of Honor was awarded to Harald T. Friis, Bell Telephone Labs' director of radio research; The Zworykin Television Prize was given Harold B. Law, RCA Labs; The Thompson Memorial Prize went to Blanchard D. Smith Jr., Melpar Inc., and the Harry Diamond Memorial Award was received by Dr. Bernard Salberg, Naval Research Lab.

IRE EXHIBITS LATEST RADIO-TV GEAR

Many manufacturers show new developments in radio-tv equipment. RCA displays color bar and color dot generators. Memory computors, tubes, tuners, automation gear, also shown at convention.

A LARGE sampling of the latest radio-tv equipment drew heavy attendance last week at the Institute of Radio Engineers' largest exhibit of its convention history.

Among the many exhibits:

The RCA Tube Div. for the first time demonstrated its new color bar and color dot generators which were used with RCA's 21-inch color kinescope. The bar and generators were developed to aid in the production testing and servicing of color tv receivers.

General Instrument Corp. displayed a series of vhf, uhf and all-channel tv tuners which it claimed were smaller, better in performance and more flexible, and at a lower price.

A 22-inch rectangular glass bulb for color tv tubes was shown publicly for the first time by Corning Glass Works which predicted the bulb would become the industry's "standard." According to Corning, the color enclosure is the largest in manufacture and can be used with either the three-gun or the single-gun system.

Corning announced at the show an arrangement for marketing of a number of its electronic components through the Electronic Distributors Div. of Erie Resistor Corp. The line demonstrated included resistors, fixed capacitors, timer capacitors and inductances.

Altec Lansing Corp., New York, displayed broadcast tv control consoles along with a line of microphones for both radio and tv.

"Frozen tv" storage tube which captures fleeting images on the tv screen and instantly plays them back as still pictures was shown by Raytheon Mfg. Co., Waltham, Mass., which also had on tap new portable transistorized radio receivers which can be operated for nearly a year on four ordinary flashlight batteries.

Various exhibits of broadcast station programming automation through switching devices and announcing tapes were shown. Raytheon demonstrated an automatically operated station magnetic tape which can feed complete daytime or nighttime programs without use of operators. Switches are thrown by inaudible tones.

Another innovation was a transistor gun for tv actors. The trigger squeeze operates a transistor transmitter which is hidden in the handle. Radio waves actuate an electronic sound effects device which is off-stage and which sounds like a gun shot. This device was shown by Electronic Research Assoc.

Canadian Marconi Co. showed a memory computor which it claimed can record tv programs more efficiently and more economically; another Marconi development was a semiconductor photocell extremely sensitive to light which can be used for automatically adjusting brightness of the tv picture to the light level of the living room.

Presto Recordng Corp., Paramus, N. J., displayed a variety of recording and transcription equipment—studio tape and disc recording. Petron Corp., Chicago, showed a multi-channel magnetic tape recorder with six recording and playback channels on quarter-inch wide magnetic tape.

Projection receiver for tv audiences of 50 to 300 people was introduced by General Precision Lab of Pleasantville, N. Y. Superior Tube Co., Norristown, Pa., showed a new passive grade of cathode alloy.

A three vidicon color film chain was exhibited by Telechrome. It permits transmission of color films from the studio regardless of color quality.

Do-it-yourself kits to build electronic equipment, including radio transmitters (for radio hams especially), were offered for inspection by Heath Co., subsidiary of Daystrom Inc.

An electronic robot which copies Morse code signals from the air and converts them into teletypewriter printer messages was shown by CGS Labs, Stamford, Conn. A "radio frequency bridge," a new test instrument offered by Sylvania Electric Products Inc., measures the resistance in a junction-type transistor before directly applied to the circuit.

Model of the U. S. Army Signal Corps' new electronic automatic component assembly system, being built by General Electric's Electronics Div., was exhibited.

Federal Telephone & Radio Co., Clifton, N. J. (IT&T division) showed the working of a centralized control by microwave, and new and exclusive vacuum tube types.

Allen B. DuMont Labs showed a variety of developments including the latest improvement of electronic instruments, most of them applicable for industrial tv. Potential uses by industry of its "Tel-eye" camera were exhibited.

'Additive' Color Method For Tv Films Shown

Colorvision Inc. claims its system will save two-thirds of current cost of producing color filmed programs.

COLORVISION Inc., Los Angeles, last week demonstrated for advertising agencies, tv film producers and trade newsmen its "additive" method of color photography, designed for producing full-color tv film programming.

Henry V. Lee, president, said the proposed system will effect savings of about two-thirds in cost of producing color film, as compared with current systems. He said Colorvision's system achieves economies through the use of black-and-white films instead of costlier color stock; less expensive black-and-white film processing and reduced time for cost and labor.

Colorvision's method is incorporated into its camera unit, designed for use with Mitchell or other 35mm motion picture cameras. The black-and-white three color separation positives, made from negatives produced by the Colorvision camera unit, can be projected by Colorvision's "additive" projection lens, superimposing them directly upon the screen in full color.

Available in Four Months

Colorvision equipment, Mr. Lee said, will be made available in about four months. He said the camera unit will be leased for $75 a day, plus a charge of $.20 per film footage based upon the number of feet of final negative only, which is intended for release prints. The cost for rental of the projection lens will be "very small," according to Mr. Lee. He claimed that a half-hour tv film costing about $4,000 to produce would cost about $750 under the Colorvision method.

Mr. Lee said that many advertising agency and film production officials had attended demonstrations of the Colorvision system in New York and reported that the reaction was "unanimously enthusiastic."

Tempered Enthusiasm

One reaction of somewhat tempered enthusiasm was voiced by Peter Kean, technical and research director of Screen Gems Inc., who called the Colorvision demonstration "quite good," but said that "for all practical purposes Colorvision records and projects a 16mm image from a 35mm frame size, so that any comparison to other processes must be made on a 16mm basis." Print and soundtrack costs for Colorvision would be higher than for Eastman 16mm color prints, Mr. Kean said.

ONE CAMERA FOR FILM, LIVE TV DEVELOPED

THE SIMON video-film camera, capable of simultaneous motion picture filming and live telecasting, has been completed after four years in development.

Developed by Al Simon, production supervisor for McCadden Productions, Hollywood, with the cooperation of RCA, the video-film camera transmits a live image via tv and at the same time records the image on 35 mm motion picture film using the same lens.

Mr. Simon explained how it works: "An image is picked up by the camera by means of a regular photographic lens, which transmits it to the film plane in the usual manner. Between the lens and the film, a beam-splitter is interposed which causes a duplicate image to be picked up by the vidicon tube of the electronic side of the camera. The 'camera' is actually two cameras in one—a film camera and a complete tv camera.

"Uniting the two types of cameras in a single unit made possible the electronic viewfinder, with outlets for a number of remote monitors, which industry cameramen have long hoped for. The electronic finder eliminates entirely the old parallax problem because the image seen on the finder screen is exactly that which is recorded on the film and by the tv pickup tube."

Many current problems of telecasting are expected to be solved with the video-film camera, according to Mr. Simon, who planned the original multiple camera filming system for CBS-TV *I Love Lucy*. With his camera, spectaculars such as "Peter Pan," in addition to going out live, can be recorded directly on film, black-and-white or color, for perpetual replays.

Another advantage, Mr. Simon revealed, "is that the arrangement would make possible a practical electronic viewfinder, enabling the cameraman and others to see the scene exactly as it is being picked up by the camera lens. It would also make possible for the first time the use of slave monitor in the filming of shows with multiple cameras [such as *I Love Lucy*] which would permit the show director to observe the coverage of each camera from a remote position on the stage," he added.

Tv commercials' production also will benefit, he declared. Sponsors and their agency representatives often "make it a point to be present when such films are being shot, in order to insure that their product or service is being photographed in the most advantageous way. The remote monitor will enable them to see the commercial exactly as it will appear on film, as it is being filmed. Any changes or corrections that appear necessary may then be made on the spot."

First series to use the new video-film camera will be CBS-TV's *George Burns and Gracie Allen Show*, currently a two-camera operation. Production economies can be effected by speeding up operation on the set, "since each take is observable on the monitors by both the director and director of photography," Mr. Simon declared.

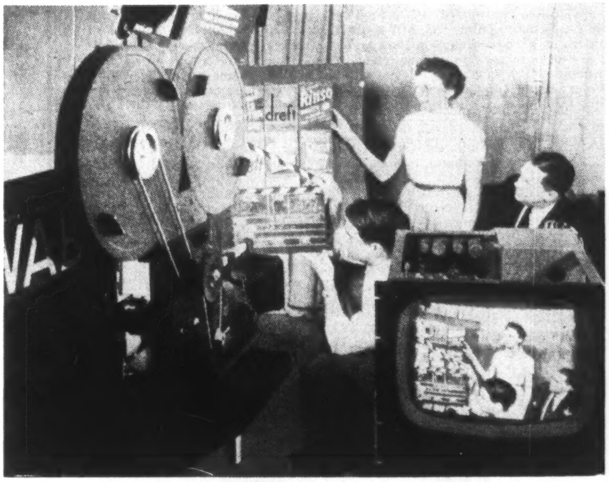
"A feature receiving serious consideration is the addition of a cueing device in the camera so that when two or more cameras are used, the various cameras can be cut in and out, making it possible to edit to some extent the production as it is being shot in the manner that live tv shows are presently edited," he revealed.

Among those who aided in the development of the camera, according to Mr. Simon, are the late Art Reeves, who designed the original reflex film camera; Robert Nichols, who carried on with Mr. Reeves' project; Dwight Warren, optical problems, and Earl Spicer and Douglas Upton of RCA, who aided with the electronic phase of the project.

'ELECTRONICAM'—DUMONT'S ELECTRONIC COST-CUTTER

FOR MONTHS executives of the Allen B. DuMont Labs and the DuMont Television Network have been hinting about a revolutionary development that would combine live and film tv in a way to provide high-quality network program service on a nationwide basis, with radically reduced costs [B•T, Feb. 7, Jan. 3]. But until last week, there were only hints from within DuMont and only speculation on the outside.

Last week, with the appearance of the company's annual report for 1954, the veil of secrecy was lifted a little. The name of the cost-cutting implement was revealed as "Electronicam" and a picture of the device in use was included in the report and is reproduced herewith.



DUMONT'S ELECTRONICAM IN ACTION

The report begins by citing DuMont 1954 profits before taxes of $7 million earned by the company's manufacturing and tv station operations, including approximately $3 million from the sale of WDTV (TV) Pittsburgh to Westinghouse. But, the report states, "the network's loss of $5 million was the factor which reduced earnings from a satisfactory level to the low figure of $1,739,000 before taxes, or $870,000 after taxes."

Pointing out that "the DuMont Network has never shown a profit," the report notes that "most tv networks have had a struggle. They have been kept going mainly by profits from stations owned and operated by the networks. The cost of producing live programs and transmitting them by cable to independent stations has proved to be excessive."

There was a need for "decisive and constructive action," so the DuMont research labs were put to work on the problem. Their "major accomplishment," the company reports to its stockholders, "was the development of a technique and apparatus long sought by both motion picture producers and television broadcasters. It is the DuMont "Electronicam"—a single unit combination motion picture camera and television camera using a single lens and focusing system devoid of parallax.

"Our new development is a wedding of electronic equipment and motion picture cameras. It permits the instantaneous and continuous recording on high quality motion picture film of all programs at greatly reduced cost. In this way, it should be possible to eliminate cable costs (which have amounted to several million dollars a year), except for occasional uses to carry profitable current events, or live sports or other important live shows.

More Flexible Schedule

"By this method," the report states, "there can be delivered to independent stations programs of the highest quality for use at times permitted by their schedules. The improved quality and lower cost should be more attractive to advertisers.

"The application of this new concept should be in terms of the advertisers' demands and our ability to earn a profit on each use of the facilities. This development offers promise of eliminating network losses, and an encouraging potential for profits through its proper use in multiple ways."

SPORADIC DAYLIGHT TIME EXTENSIONS PROMISE NEW HEADACHE FOR INDUSTRY

With some eastern sections planning to keep the summer time through October, networks, advertisers and agencies are girding for the complications of dislocated schedules.

NETWORKS last week were trying to decide what to do with an extra month of daylight saving time that threatened to cost them more than $2 million.

The dislocation of time schedules has been an historical inconvenience to advertisers, agencies and other segments of the industry.

The decision of New York City and New Jersey State authorities to extend DST a month—from the last Sunday in September to the last Sunday in October—left the networks in a dither.

And it's a quandry that may be compounded as the extended savings plan appears to be spreading to more of New England with Connecticut slated to have made a final decision this past weekend. The extra time was voted by New York City last week and followed the New Jersey action of the preceding week.

Radio networks for the most part were prepared to take the DST extension in stride. Tv networks on the other hand looked forward to "confusion, difficulty and consternation."

The problem for tv networks was whether to try to feed their affiliates on a schedule that would conform to the stations' respective local times as in the past, or, alternatively, to hew to New York times and put affiliates' local scheduling a-kilter.

The whole question of network time and of just what constitutes Class "B" or "C" time appeared to be at stake. Programs originating in New York between 5 and 6 p.m. EST, for example, ordinarily would be in Class B time. But the extension of DST in New York would disrupt standard time programming in the Central, Mountain and Pacific time zones.

No network last week had decided definitely upon the course it would follow. It appeared likely, however, that in most cases the network would service its affiliates according to present schedule and then telecast, via kinescopes, the same programs for the New York audience.

Thus a 7 p.m. EDT program would be presented at that time on the network, but the same program during October would be telecast at 8 p.m. EDT in New York and other areas where the late-time has been adopted. These include New York, New Jersey and most of New England.

The cost which DST's extension will add to network operations has been broken down, unofficially, to about $600,000 apiece for CBS-TV and NBC-TV, upwards of that much for ABC-TV and DuMont, and around $500,000 for all of the New York independent stations.

While the tv networks anticipated great complications as a result of the continuance of DST through October, the radio networks expected little confusion. Spokesmen said they planned to furnish their standard-time affiliates with a one-hour delay service, as usual, starting with the move to daylight saving time on the last Sunday in April.

This also would complicate the figuring of what is, or isn't, network option time.

It was expected that many stations which ordinarily take live network programs would ask to be serviced with kinescopes for re-play one week later—adding substantially to the network's bill.

THERE'S NOTHING NEW ABOUT MIXED-UP TIME

YOU THINK you've got time troubles!

Daylight time or no daylight time, clock complications facing the broadcaster are trivial compared to the pre-uniform time era that began Nov. 18, 1883. Still toting engraved pocket "turnips" are old-timers who can recall when 12 noon in Washington was 12:02 p.m. in Baltimore and 11:48 a.m. in Pittsburgh.

The story of uniform time is told by Carlton J. Corliss in a booklet published by Assn. of American Railroads. It is titled "The Day of Two Noons," although it might just as well have been called "The Day of 202 Noons."

Before 1883 most time was based on sun-time, based on transit of the sun across the meridian—a variance of one minute every 13 miles, or one second for every 1,140 feet of longitude, according to Mr. Corliss.

The time difference in Washington, D. C., under this plan amounted to seven seconds between the Capitol Dome and Lincoln Memorial; 67 seconds at the eastern and western borders of Chicago, and 30 seconds between the two ends of the San Francisco-Oakland bridge.

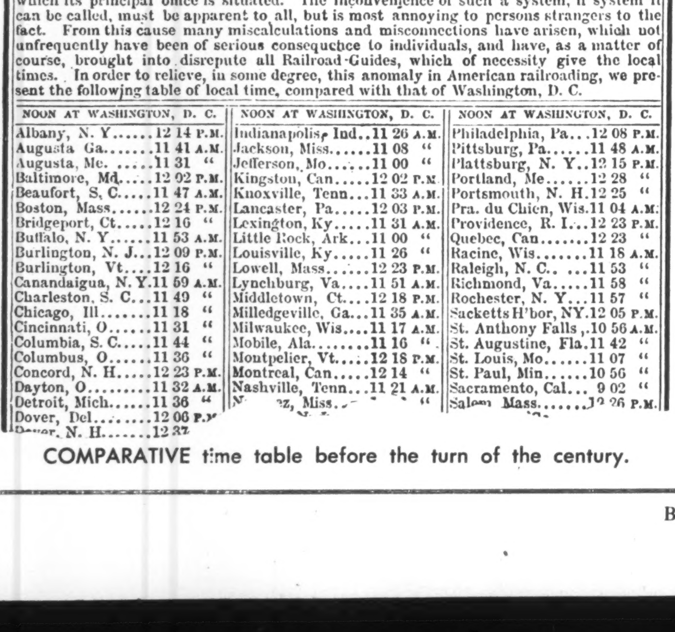
Naturally true sun-time was not observed, according to Mr. Corliss, because the longitudinal time varied constantly with longitude and with the seasons. Therefore each city generally had its own standard time based on the city hall or another important spot, or on railroad time.

Each of the leading jewelers set the local time in Kansas City, with a range of 20 minutes depending on individual whims. Customers conformed to their favorite jeweler and those intent on meeting or catching a train would go to the nearest hill and look down the tracks. The confusion was eased when Prof. H. S. Pritchett, astronomer at Washington U., St. Louis, devised a solution. Each noon a huge ball was dropped from a mast, visible for several miles. Presto! Standard time over an area with a several-mile radius.

Then one May day in 1872 a railway association, forerunner of the Assn. of American Railroads, met at the old Southern Hotel, St. Louis, according to the chronology developed by Mr. Corliss. A permanent association was formed. William F. Allen, managing editor of the *Official Guide of the Railways* and secretary of the association, worked day and night and around the clock—or clocks. A decade later the General Time Convention was adopted and all times were reduced to five zones ranging from Intercolonial (Canada) to the Pacific. The four U. S. zones were based on mean sun-time on the 75th, 90th, 105th and 120th meridians west of Greenwich. The longitudes are near Philadelphia, Memphis, Denver and Fresno.

Thirty-five years later the first federal legislation entered the time situation with passage March 19, 1918, of the Standard Time Act. This sanctioned the railroads' four-zone system and provided for daylight saving time as a fuel conservation measure. The Interstate Commerce Commission was given power to fix time zone boundaries and make changes.

Daylight saving went into effect March 31, 1918, but was unpopular so Congress repealed it in the summer of 1919, overriding a veto by President Wilson. Year-round daylight time was voted by Congress in World War II, effective Feb. 9, 1942. The whole nation was put ahead an hour without upsetting the four-zone principle. This was a big improvement over the scrambled daylight saving plans adopted by city and state governments, but the national confusion was resumed Sept. 30, 1945, when the wartime uniformity was repealed.



COMPARATIVE TIME-TABLE,

SHOWING THE TIME AT THE PRINCIPAL CITIES OF THE UNITED STATES.

COMPARED WITH NOON AT WASHINGTON, D. C.

There is no "Standard Railroad Time" in the United States or Canada; but each railroad company adopts independently the time of its own locality, or of that place at which its principal office is situated. The inconvenience of such a system, if system it can be called, must be apparent to all, but is most annoying to persons strangers to the fact. From this cause many miscalculations and misconnections have arisen, which not unfrequently have been of serious consequence to individuals, and have, as a matter of course, brought into disrepute all Railroad-Guides, which of necessity give the local times. In order to relieve, in some degree, this anomaly in American railroading, we present the following table of local time, compared with that of Washington, D. C.

NOON AT WASHINGTON, D. C.		NOON AT WASHINGTON, D. C.		NOON AT WASHINGTON, D. C.	
Albany, N. Y.	12 14 P.M.	Indianapolis, Ind.	11 26 A.M.	Philadelphia, Pa.	12 08 P.M.
Augusta Ga.	11 41 A.M.	Jackson, Miss.	11 08 "	Pittsburg, Pa.	11 48 A.M.
Augusta, Me.	11 31 "	Jefferson, Mo.	11 00 "	Plattsburg, N. Y.	12 15 P.M.
Baltimore, Md.	12 02 P.M.	Kingston, Can.	12 02 P.M.	Portland, Me.	12 28 "
Beaufort, S. C.	11 47 A.M.	Knoxville, Tenn.	11 33 A.M.	Portsmouth, N. H.	12 25 "
Boston, Mass.	12 24 P.M.	Lancaster, Pa.	12 03 P.M.	Pra. du Chien, Wis.	11 04 A.M.
Bridgeport, Ct.	12 16 "	Lexington, Ky.	11 31 A.M.	Providence, R. I.	12 23 P.M.
Buffalo, N. Y.	11 53 A.M.	Little Rock, Ark.	11 00 "	Quebec, Can.	12 23 "
Burlington, N. J.	12 09 P.M.	Louisville, Ky.	11 26 "	Racine, Wis.	11 18 A.M.
Burlington, Vt.	12 16 "	Lowell, Mass.	12 23 P.M.	Raleigh, N. C.	11 53 "
Canandaigua, N. Y.	11 59 A.M.	Lynchburg, Va.	11 51 A.M.	Richmond, Va.	11 58 "
Charleston, S. C.	11 49 "	Middletown, Ct.	12 18 P.M.	Rochester, N. Y.	11 57 "
Chicago, Ill.	11 18 "	Milledgeville, Ga.	11 35 A.M.	Sacketts H'bor, NY.	12 05 P.M.
Cincinnati, O.	11 31 "	Milwaukee, Wis.	11 17 A.M.	St. Anthony Falls	10 56 A.M.
Columbia, S. C.	11 44 "	Mobile, Ala.	11 16 "	St. Augustine, Fla.	11 42 "
Columbus, O.	11 36 "	Montpelier, Vt.	12 18 P.M.	St. Louis, Mo.	11 07 "
Concord, N. H.	12 23 P.M.	Montreal, Can.	12 14 "	St. Paul, Min.	10 56 "
Dayton, O.	11 32 A.M.	Nashville, Tenn.	11 21 A.M.	Sacramento, Cal.	9 02 "
Detroit, Mich.	11 36 "	N[illegible]z, Miss.	[illegible] "	Salem, Mass.	12 26 P.M.
Dover, Del.	12 06 P.M.				
Dover, N. H.	12 37				

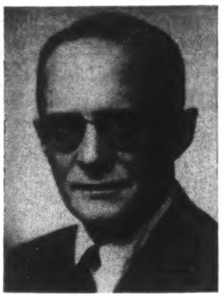
COMPARATIVE time table before the turn of the century.

AD COUNCIL LAUDED FOR MEDIA EFFORTS

H. E. Humphreys Jr., board chairman-president of U. S. Rubber Co., addressing annual White House Conference, cites Council's media contributions. Stuart Peabody is re-elected Council chairman.

MEDIA contributions by members of the Advertising Council have played "an important role" in calling forth public response to all types of campaigns aimed at the general welfare of the nation, H. E. Humphreys Jr., board chairman-president of U. S. Rubber Co., told the annual White House Conference held Monday-Tuesday in Washington.

Recalling such drives as the vote-getting promotion of 1952 and charitable campaigns, he said the Council's current "Future of America" campaign has been supported by 250 million radio-tv impressions. A "Future of America" tv film has been important in the campaign and has been shown on many tv stations.


MR. PEABODY

Stuart Peabody, assistant vice president of Borden Co., was re-elected chairman of the Council's board at a Monday meeting. He has been a director of the business-supported, public service advertising organization since its inception in 1942 and is its ninth board chairman.

Re-elected vice chairmen were Louis N. Brockway, executive vice president, Young & Rubicam; Leo Burnett, president, Leo Burnett Co.; John C. Sterling, publisher, *This Week*. Others re-elected were Theodore S. Repplier, president of the Council; Allan M. Wilson and George P. Ludlam, vice presidents; Frederic R. Gamble, president of American Assn. of Advertising Agencies, secretary; Paul B. West, president of Assn. of National Advertisers, treasurer.

Messrs. Repplier, Wilson and Ludlam will continue to serve as directors-at-large *ex-officio*.

Three new members were named to the board: Marion Harper Jr., president, McCann-Erickson, and Victor Schwab, president, Schwab & Beatty, were elected for advertising agencies, and Frederick Bowes Jr., director of public relations and advertising, Pitney-Bowes, was named for advertisers.

Re-appointed as directors for a three-year term expiring March 1958 were: Edwin W. Ebel, director of corporate marketing, General Foods Corp., and Wesley I. Nunn, advertising manager, Standard Oil Co. (Indiana), both to represent advertisers; Charles H. Brower, executive vice president, BBDO, advertising agencies; Nelson Bond, vice president and director of advertising, McGraw-Hill Publishing Co., magazines; Bennett H. Fishler, editor and publisher, *Ridgewood* (N. J.) *Herald News* and *Sunday News*, newspapers; Robert E. Kintner, president, ABC, radio; J. L. Van Volkenburg, president, CBS-TV, television. Mark Seelen, vice president and general art director, Outdoor Advertising Inc., re-joins the board as a representative of outdoor advertising.

William R. Baker Jr., chairman, Benton & Bowles, formerly director representing agencies, was elected a director-at-large. Re-elected as directors-at-large were: Thomas D'Arcy Brophy, chairman, Kenyon & Eckhardt; Messrs. Burnett and Peabody; William Reydel, vice president, Cunningham & Walsh, and Burr L. Robbins, president, General Outdoor Adv. Co.

The Council's two-day program included meetings with President Eisenhower and the White House executive staff as well as with Cabinet members. A panel discussion was held Tuesday with White House assistants.

Advance Schedule Of Network Color Shows

CBS-TV

March 28-April 1 (2-2:30 p.m.): *Robert Q. Lewis Show*, participating sponsorship.

April 6 (10-11 p.m.): *Best of Broadway*, "Stage Door," Westinghouse Electric Co. through McCann-Erickson.

April 17 (11-11:15 p.m.): *Sunday News Special*, Norwich Pharmacal Co. through Benton & Bowles.

NBC-TV

April 2 (10:30-11 p.m.): *Hit Parade*, American Tobacco Co. through BBDO.

April 4 (7:30-9:00 p.m.): *Producer's Showcase*, "Reunion in Vienna," Ford Motor Co. through Kenyon & Eckhardt, and RCA through Kenyon & Eckhardt and Grey Adv. Agency.

April 9 (9-10:30 p.m.) *Max Liebman Presents* "Merry Widow," Oldsmobile Div. of General Motors through D. P. Brother & Co.

April 15 (11 a.m.-12 noon): *Home*, insert on fashion, participating sponsors.

April 24 (7:30-9 p.m.): *Max Liebman Presents*, Hazel Bishop Inc. through Raymond Spector Co., and Sunbeam Corp. through Perrin-Paus Co.

[Note: This schedule will be corrected to press time of each issue of B•T.]

Five Agencies Compete For Recruiting Account

FINAL presentations were made Thursday and Friday by five advertising agencies to a selection board of officers for award of the U. S. Army Recruiting Service's fiscal 1956 national advertising contract, recommended by the President for slightly more than $1 million, the Army has announced.

One of the five agencies will be selected, perhaps this week, to continue negotiations until final award of the contract around July 1.

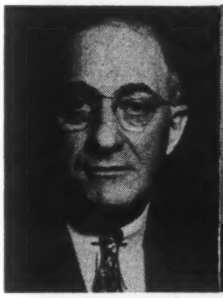
Agencies still in the running are Buchanan & Co.; Dancer-Fitzgerald-Sample; Doherty, Clifford, Steers & Shenfield; Grant Advertising and Marschalk & Pratt, a division of McCann-Erickson.

Freitag, Adams Merge Agencies in Atlanta

CONSOLIDATION of the Freitag Advertising Agency, Atlanta, and Burke Dowling Adams Inc., Atlanta and New York, effective June 1, was announced yesterday (Sunday) by presidents Joseph V. Freitag and B. D. Adams. Under the plan, the Freitag agency becomes a division of BDA.

All operations will be concentrated in the new headquarters offices of the Adams agency, located at 992 W. Peachtree St., N. W., Atlanta. Staffs of both agencies, totaling about 60 people, will be retained.

In addition, it was announced that Mr. Freitag, effective June 1, will form a partnership, Freitag & McGowan, advertising consultants, with Kathryn McGowan, present vice president of the Freitag agency. Freitag & McGowan will serve two present Freitag clients for whom it has published employe magazines. The consultant firm will be available to both advertisers and agencies.


MR. FREITAG

MR. ADAMS

Avco to Name New Agency

AVCO Mfg. Corp., New York (Crosley Div. of "white goods" and radio and tv sets), with an estimated advertising budget of $5 million is expected to announce soon the appointment of its new agency, Mumm, Mullay & Nichols, Columbus.

Benton & Bowles, New York, which has been handling the "white goods" portion for the Crosley Division, announced its resignation of the account, with an approximate $2½ million budget, effective July 1.

BBDO, New York, which served the radio-tv portion of the Crosley Division, had released the account several weeks ago.

Compton Elects Nickerson

MR. NICKERSON

E. GRAHAM (Nick) NICKERSON has been elected vice president and assistant to the president of Compton Adv., New York, it was announced last week by Barton A. Cummings, president. Mr. Nickerson has been with the agency since 1943 as copy chief for several accounts and most recently as creative consultant. Before joining Compton, he was vice president and part owner of J. Stirling Getchell, advertising agency.

New Sunbeam Ad Plans Set $3 Million for Tv

NEARING completion of the first year of its "splurge" in television, the Sunbeam Corp., Chicago, last week announced plans to invest at least $3 million in tv during the 1955-56 season and to explore possibilities of additional expenditures in the medium. Agency for Sunbeam is Perrin-Paus, Chicago and New York.

During the next year, a Perrin-Paus spokesman said, Sunbeam will sponsor one-third of the *Milton Berle-Martha Raye Shows* (NBC-TV, Tues., 8-9 p.m. EST) on behalf of its "Shavemaster," and an undetermined number of spectaculars on NBC-TV for its complete line of products. Additionally, Sunbeam has signed for 60 participations on NBC-TV's *Home* (Mon.-Fri., 11 a.m.-12 noon), starting next month and extending through Dec. 31, with special concentration during Mother's Day, Father's Day, Thanksgiving and Christmas periods. An agency spokesman said that Sunbeam presently is "shopping around" for additional properties to bring its tv investments within distance of the 1954-55 expenditures.

The past season marked Sunbeam's entry into tv on a substantial scale, with expenditures estimated at $4 million. The company participated in sponsorship of NBC-TV's Sunday night spectaculars and *Home* and also sponsored *Ethel and Albert*.

Robert Hall Clothes Buys On 200 Radio-Tv Stations

RECORD-BREAKING radio and tv advertising has been placed for Robert Hall Clothes, retail chain, on 200 radio and tv stations in 115 cities coast-to-coast this spring.

Jerry Bess, vice president of Frank B. Sawdon Inc., New York, agency for Robert Hall, reported last week that the spring radio-tv budget exceeds by 20% the expenditures previously allocated for these media. He said schedules on stations have been increased by as much as 50 to 100% in some instances.

During the spring campaign, Mr. Bess said, Robert Hall commercials will be carried about 10,000 times per week, with tv used in 50 markets on 75 stations. The tv commercials, patterned after the ones used on radio, will consist of one-minute films in full animation and include the Robert Hall jingle and models demonstrating clothes. While not minimizing tv, Mr. Bess declared: "Radio still represents a major portion of the Robert Hall budget. We have strengthened our coverage in major markets, such as New York, Chicago, Cleveland, Boston and Baltimore."

American Dairy Realigns Fall Radio-Tv Schedule

THE AMERICAN DAIRY Assn. of Chicago plans a realignment of its network radio and television for the fall of 1955, it was revealed last week.

The dairy organization, comprising some 1.5 million farmers in 44 states, is buying a 15-minute weekly segment of the Walt Disney *Mickey Mouse Club* on ABC-TV, and dropping the *Bob Hope Show* on NBC Radio (Thurs., 8:30-9 p.m. EST) and Bob Crosby on CBS-TV (Thurs., 3:45-4 p.m. EST). The agency is Campbell-Mitun Inc.

The company already is an alternate week sponsor of *Disneyland* on the same network (Wed., 7:30-8:30 p.m. EST).

The group announced its general advertising plans, calling for an increased advertising expenditure from $4 million last year to $5,280,000 in 1955, at its national convention in Chicago last week.

At its meeting, attended by some 450 delegates, the dairy organization handed out four citations, one each to (1) Don Durgin, director of ABC research and sales development, (2) Walt Disney, head of Disney Productions, (3) the Kitchens of Sara Lee Co. (bakery products) and (4) Ray Rowland, Ralston-Purina Co.—all for helping to promote the use of dairy products in the American way of life.

FOUR NEW vice presidents have been elected at Kenyon & Eckhardt, New York, it was announced last week. They are (l to r): Budd Hemmick, art supervisor, with the agency since 1951; William Rienecke, art supervisor, with the company since 1943; Gerald Guarch, art supervisor, with K & E since 1943, and Clinton Carpenter, copy supervisor, who joined the advertising agency in 1953.

ARF PROBING REASONS FOR TV SET PURCHASE

Study reported underway in Philadelphia test area. AMA session advised that tv receivers are now regarded as a necessity and not a luxury.

WHAT kind of thinking goes into the decision to buy a tv set?

There's evidence now that most people think of a receiver as a necessity rather than a luxury, and will bring in the whole family on the actual decision to buy.

A study pointing up these discoveries along with percentages has been made. It is labeled, however, as "experimental and explorable." Some of the results trickled out Thursday at a luncheon meeting of the New York chapter of the American Marketing Assn. devoted to a progress report on the Advertising Research Foundation.

Dr. D. B. Lucas, ARF technical director and chairman of its motivation research committee, referred briefly to the tv set purchasing finding as an example of product buying information being developed by new techniques in "consumer dynamics"—as he described the motivation research field. The overall study is on "buying decisions."

This in-the-laboratory study found in a testing of a specific Philadelphia area that in tv set buying decisions: 72% of those surveyed said tv sets were necessities not luxuries; 52% said sets were "inexpensive" as against "expensive"; 62% said many facts about the set entered into or influenced their decision to purchase, and 86% said the entire family took part in making the buying decision.

Dr. Lucas emphasized that he was only sketching the sampling technique for the benefit of the audience and that the results he gave were general and in summary form.

Also on the program was a brief report on ARF's radio-television ratings review committee by its chairman, Dr. E. L. Deckinger, vice president in charge of research, Biow-Biern-Toigo, who assured the meeting that the ARF study of radio-tv ratings would continue its step-by-step approach.

LATEST RATINGS

NIELSEN

Two Weeks Ending Feb. 26 (Tv)

Number of Tv Homes Reached

Rank	Program	Homes (000)
1.	I Love Lucy (P. Morris) (CBS)	16,933
2.	I Love Lucy (P & G) (CBS)	16,902
3.	Disneyland (ABC)	15,952
4.	Jackie Gleason Show (CBS)	15,864
5.	Colgate Comedy Hour (NBC)	15,706
6.	Dragnet (NBC)	15,072
7.	You Bet Your Life (NBC)	14,947
8.	Buick-Berle Show (NBC)	14,342
9.	Jack Benny Show (CBS)	14,135
10.	George Gobel Show (Armour) (NBC)	13,827

Per Cent of Tv Homes Reached Program Station Basis

Rank	Program	Homes %
1.	I Love Lucy (P. Morris) (CBS)	54.1
2.	I Love Lucy (P & G) (CBS)	54.0
3.	Disneyland (ABC)	52.3
4.	Jackie Gleason Show (CBS)	52.2
5.	Colgate Comedy Hour (NBC)	50.1
6.	Dragnet (NBC)	48.4
7.	You Bet Your Life (NBC)	48.2
8.	Buick-Berle Show (NBC)	46.4
9.	Jack Benny Show (CBS)	46.3
10.	George Gobel Show (Armour) (NBC)	45.2

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ARB

Top 10 Network Tv Programs

Survey Period March 1-7

		Ratings
1.	Producers Showcase—Peter Pan (NBC)	60.1
2.	You Bet Your Life (NBC)	53.5
3.	Jackie Gleason (CBS)	53.0
4.	Toast of the Town (CBS)	49.2
5.	George Gobel (NBC)	47.5
6.	Disneyland (ABC)	46.7
7.	Two for the Money (CBS)	44.7
8.	Jack Benny (CBS)	44.0
9.	This Is Your Life (NBC)	43.9
10.	Dragnet (NBC)	40.6

		Viewers (000)
1.	Producers Showcase—Peter Pan (NBC)	56,820
2.	Jackie Gleason (CBS)	51,740
3.	Toast of the Town (CBS)	46,210
4.	You Bet Your Life (NBC)	45,160
5.	Jack Benny (CBS)	44,990
6.	Disneyland (ABC)	44,440
7.	George Gobel (NBC)	37,830
8.	Two for the Money (CBS)	34,180
9.	Bob Hope (NBC)	33,180
10.	Dragnet (NBC)	32,070

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(A&A continues on page 58)

KO IN
CENTRALIA
CHEHALIS
WASHINGTON
LONGVIEW
ASTORIA
VANCOUVER
HOOD RIVER
THE DALLES
PORTLAND
OREGON CITY
TILLAMOOK
CANBY
SALEM
ALBANY
OREGON
CORVALLIS
NEWPORT
PACIFIC OCEAN
EUGENE

OU pitch THE WHOLE 30 COUNTY PORTLAND, OREGON MARKET with KOIN-TV

Oregon's only maximum power station

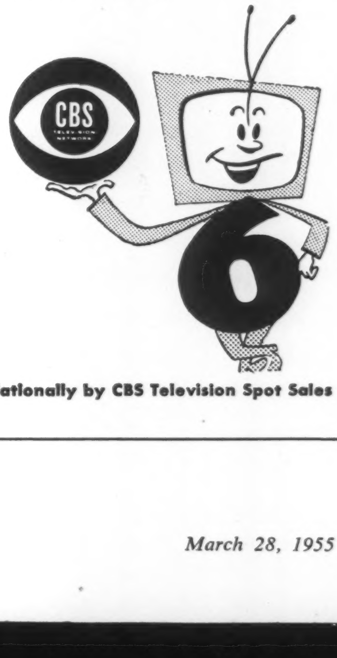
Let's face it. Whether it be baseball or television you want a pitcher that will go the distance—and that's why KOIN-TV is pitching sales curves sky high in the big Oregon market.

No other television station, or combination of stations, duplicates KOIN-TV's tremendous 35,000 square mile coverage in Oregon and Southern Washington. It delivers a consistent picture as far as 150 miles from Portland. The reasons are self explanatory.

- ★ KOIN-TV is the only maximum power station in the area.
- ★ KOIN-TV has the highest tower (1530 feet above average terrain).
- ★ KOIN-TV is the only low-band VHF station in the market.

So no matter how you look at it—KOIN-TV is your best advertising buy. Phone, wire, or write for complete availabilities.

**The BIG
Mr. Six
in the West!**

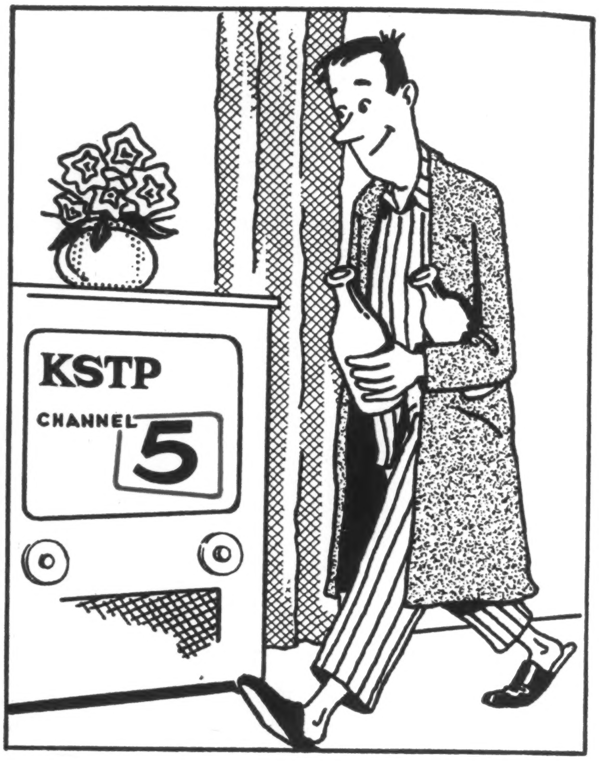

CBS
TELEVISION NETWORK
6

KOIN-TV

PORTLAND, OREGON CHANNEL 6 Represented Nationally by CBS Television Spot Sales

FROM
7:00 A.M.

KSTP
CHANNEL
5



UNTIL
MIDNIGHT...

. . . KSTP-TV leads *all* Minneapolis-St. Paul TV stations in average weekday program ratings—week-in, week-out.*

In the nation's 7th largest retail trading area—a market which annually commands more than FOUR BILLION DOLLARS in spendable income—KSTP-TV gives you greater coverage than any other station.

KSTP-TV is the Northwest's *first* television station, *first* with maximum power, *first* with color TV and *first* in audience. Through superior entertainment, top talent, showmanship and service, KSTP-TV has earned a listener loyalty that means sales for you. That's why—dollar for dollar—KSTP-TV is your best buy!

**ARB weekly average, combined metropolitan and outside area, January, 1955.*

KSTP-TV **100,000 WATTS CHANNEL 5**

MINNEAPOLIS-ST. PAUL *Basic NBC Affiliate*

"The Northwest's Leading Station"

EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVES

B•T INTERVIEW

SWEENEY

RADIO: THAT DIP ISN'T A TREND

RADIO's problems and radio's prospects for solving them successfully receive a realistic, down-to-earth view from Kevin Sweeney, president of Radio Advertising Bureau, in a roundtable interview with B•T editors. Mr. Sweeney's comments on radio's virtues and defects and his ideas for exploiting the former and reforming the latter, transcribed with a minimum of editing from a verbatim record, are published below.

Q: In 1954, according to our estimates [see page 41], total radio revenue was down for the first time since '38, for the first time, to all intents and purposes, in radio history. Do you think of that as the beginning of a trend, or is it a temporary dip?

A: I think that your figures, which are highly accurate, may not have caught one factor—that local radio sales have been increasing far more rapidly in some areas than I think anybody realizes. Small stations have had zooming increases in business and have come to the point where a station considered to be small actually outbills some of the giants. I certainly wouldn't question the authenticity of your figures, and the industry is indebted to them, but I think you need to reflect those figures as well as some of the ones that are in your current sample.

Q: We showed local billings slightly up, by less than $1 million. But spot was off and network was way off.

A: My personal opinion is that local billing increases in 1954 more than made up for any national spot loss, possibly made up for both the national spot and network losses. That may be inaccurate. At any rate, I don't regard last year's figures as a trend in any sense of the word. I think that the radio business will be bigger in 1955—on the basis of our preliminary estimates and in talking with station operators—than it ever was in 1954. I think 1955 will be probably our best year.

SWEENEY SAYS RADIO . . .

- **Will be bigger in 1955.**
- **But needs better management.**
- **Is so inexpensive it can't help expanding.**
- **Is the most undersold medium.**
- **Is not a subsidiary of tv.**
- **Is too often a juke-box without lights.**
- **Can't evoke miracles with three spots.**
- **Can't keep people from listening.**

Q: In all categories?

A: No, I don't feel it will be the best in all categories. I think that national spot, on the basis of what we know now, will be as good or better than in 1954. I think that local will show an increase. I wouldn't think the network will show an increase.

Q: Do you want to mention any percentages? Do you think national spot will be 10% higher? 15%?

A: No, I don't think national spot will show that type of gain. I think that national spot's gain will be a modest one, because national spot is going through a readjustment. I think national spot this last year decided that it had to sell. That was a revelation to some of the people in the business. As far as national spot goes, I think 1955 will be a year of marking time. We will be putting Band-aids on some of the wounds that we suffered in 1954. We lost, for instance, all the cold cure business, and what we did was to stand around and say, "They can't do that to us." But they did it to us.

Q: Where did this business go?

A: It went strictly to television and we stood there and watched it go. In fact, we waved goodbye to it. We knew for two years that the cold remedy business was going to go unless we solved one of our problems. This was the coupling of a couple of years of warm weather which depressed their sales—and no advertising medium could have done anything about it—plus the fact that all the field men of all the cold remedy companies insistently demanded television.

What did we do about it? Well, we didn't do very much about it. We said, "Well, we did most of the business in 1953, and we'll do it again in 1954-55." We didn't. All of a sudden all of them pulled the cord on us, just as a number of other advertisers on whom we've done an improper job of selling.

Q: What was their reason for switching away from radio, if they'd done well all of those years?

A: Strictly a matter of the enthusiasm of field forces for television. We can't decry this, because this is what made radio in the 1930's. The field force blindly said, "We want radio." They didn't assess its value as an advertising medium. It was an exciting new gimmick. Television today is the same thing. There's tremendous enthusiasm by field organizations and national advertisers for television . . . because they say the dealers want it. It's a conversational gambit in talks with the dealer now: "We're on television." Just as *Life* magazine is a conversational gambit with the dealer: "Look, here we are in a four-color spread over two pages in *Life!*" This is excitement. Radio substantially neglected these field forces over a long time and it has been our undoing with a lot of national advertisers.

Q: How do you go about exploiting or re-establishing your position with these field forces, if they are so critical to national advertising selection?

A: Well, as I see it, the job is one that the stations have to assume the responsibility for doing. It's an old-fashioned idea, but unfortunately all of our problems have old-fashioned solutions. At one time, 20 years ago, radio stations made it a matter of honor to know every field man, every broker, every district manager in their area. Radio was difficult to sell then, and we relied upon them to sell against the entrenched advertising agency media people who said radio was a poor buy on a cost-per-thousand basis.

As we prospered, we forgot these guys. The newspapers have never forgotten them. Newspapers' big increase in national billing, its substantial growth in the last ten years, has been because the newspapers have done a meticulous, in fact, an almost exciting job of massing local influences to recommend newspaper advertising. The strength of newspaper advertising, what accounts for its more than $600 million a year billing, is basically a local strength. Talk to agencies and advertising managers in the big centers of population. They'll tell you that newspaper advertising is highly expensive advertising. On a cost-per-thousand basis, it is not a medium that you would buy. However, it's voted in by field forces, by retailers, by all the factors that we should be massing to get more votes for radio.

Q: If radio has lost this identity with people within its own community, that is, people who are able to influence advertising judgments at the headquarters level, what can be done to restore that identity? How can you get the stations to get back in the business of exploiting those local contracts which in turn will result in greater national business?

A: Oh, I think the thing that comes first is the philosophy, a realization that this is the way national advertising must be sold by radio stations, that some of the trips to New York to call on the winsome lass who is in charge of radio and television for the agency are much more exciting, but they're not as fruitful. It's an infantry job, this job of going down and getting hold of 50 guys in your community who really control national advertising . . . making sure that they understand your story, and getting the recommendation from them.

You see, the difference between our set-up and that of a metropolitan newspaper is that the national advertising department of a metropolitan newspaper is a local advertising sales force. The *Washington Post and Times Herald* will have perhaps a dozen men whose function is national advertising, who will never stir outside of Washington, D. C. Their job is to make sure that if Pontiac has a schedule coming up, is going to spend some money, that the Pontiac dealers are for newspapers; to make sure that if General Foods is introducing a new product, that the General Foods district manager is voting for newspapers first.

SALES FORCE NEEDED

We don't have a sales force of that type. We're going to have to have a sales force of that type. The stations are going to have to spend the money for it. Part of the money they can divert from some of their non-productive efforts to get national advertising at the moment.

Q: You mean more work at the local level and fewer trips to New York?

A: Not necessarily fewer trips because less of anything is not what we want in the station business. This business is the most undersold advertising medium in the country. We have too few people calling on the local advertisers. We spend too little money for promotion to the local and national advertisers. We put too little pressure on the national advertiser at the national level. We have too few salesmen from the networks and the representatives calling on them. So it's not necessarily a diversion of funds from the way they're being spent, but the creation of a new activity. Now, stations'll tell you, "We do that," but I don't know a dozen stations in America who do a good, intelligent job of getting recommendations from local people to buy national advertising on their stations.

Q: What you're saying in essence is that there is a sluggishness on the part of station ownership and top management. . . .

A: In the sales category, and unfortunately in the program category. Our problems are solvable inside our own industry. They're mostly self-created and a little money, and what's more important, a few ideas, will solve them.

Q: Would this indicate that unless there is a revitalization of these activities that you've described, which in turn will lead to an increased amount of business overall for radio, there's likely to be a fair casualty rate in the next few years among either stations or existing ownerships?

A: I would say that not only is there likely to be, it's happening at the moment. Old, tired managements and ownerships are for one reason or another leaving the field. Undramatically, they're being replaced by new guys, who see the opportunities in this business, who are not impressed by the fact that the station once billed a million dollars, who say, "Why can't it bill two million dollars?" And they're going out to prove that it can, in the face of what has been in the last year a declining market. This new management and ownership is simply applying the principles that any good businessman would apply to a business which presents such great opportunities as radio, a business with no substantial inventory problem, low operating costs and problems that are solvable by improvement of the product, namely programming, and by increasing the sales effort.

Q: How is the radio audience today compared to last year, or the year before? Are people listening?

A: People are listening. It's fortunate for us that we can't keep them from listening. We've got something that's so essential, which has such native advantages over other methods of communication, that if we did even less than we're doing now, we'd still have millions of people listening. We can't depress the audience in this country much below 10 or 11 million people at any time.

But the audience is not as large as it could be and not as large as it once was. It's largely that way because we have not adapted ourselves to the facts of life, in my amateur opinion. It's clear to me that there's a limit to how long people can be interested in a medium that plays the McGuire Sisters in "Sincerely" 39 times a day and whose standard approach to something as vital and important as the news is five minutes of bulletins torn off the wire.

Q: Do you agree with Pat Weaver [Sylvester L. Weaver, NBC president] then, that the nation cannot support 1,400 disc jockey stations [B•T, Feb. 28]?

A: I do not agree with Pat Weaver that it cannot *support* them. I feel that it will support them because a radio station's economy makes it possible to operate on a relatively little income. But I don't think the industry needs 1,400 disc jockey stations, and I think Pat's point, if I read it correctly, was that the big operator, the 50,000 watt operator, cannot justify his rate and his position in the community—and his high operating cost—by doing the same thing as the little guy with 17 people and 250 watts.

I'm saying this: that you don't need, in a community where there are eight stations, eight disc jockey stations. Somebody has got to look and see what the areas that need exploitation are, has got to enter those areas and do a merchandising job and a selling job. May I suggest one area? There are 1,500 or 1,600 daily newspapers in this country. Sure, they merchandise "Joe Palooka" and "Li'l Abner" and astrology lessons and classified ads and people read them because Bergdorf Goodman or Lord & Taylor or The Hecht Company has advertising in them. But their basic commodity is news.

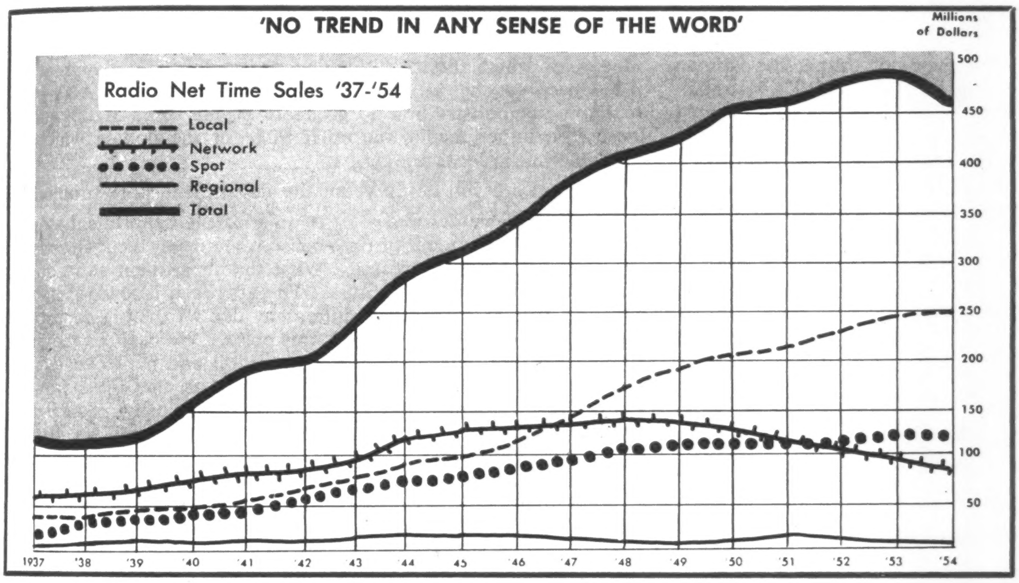
Now, they can whip us on some aspects of news. But there's one thing: while they're still thinking about sending news down from the city room in the chute, we can put it on the air. Point out once for me, one outstanding news job being done by a radio station in the country. I'd like to see it, where news is their primary commodity. Is there room for it? I don't know. Maybe. If it costs you in the metropolitan area five-six million dollars to get into the business of selling news that you print, for a few hundred thousand dollars you could get into news-on-the-air. Is it an impractical idea? Why doesn't somebody find out? Then he has something specific to sell that is not "Sincerely" or "Sh-Boom," or what everybody else has got.

Q: How about the cost-per-thousand story that radio can tell?

A: Radio has a tremendous cost-per-thousand story. We can deliver a thousand families, or a thousand individuals, depending on what kind of deck of cards you're playing with, for anywhere from half to a quarter of what other competitive media can. I could prove to you conclusively with all the bar charts that I can amass that we can deliver a thousand families for a fifth of what newspapers can deliver them for.

That is one of the things that has hurt radio. Did anyone inquire in 1937 what the cost-per-thousand of the *Jack Benny* program for Jell-O was going to be? This was a medium that was sold with ideas. Our reliance now unfortunately is completely on the cost-per-thousand, the economy approach. This is an appealing argument to people, some people, but obviously it's not an appealing argument to most people, or otherwise there would be no Oldsmobiles, no Cadillacs sold, no homes above $14,500 sold, no shirts above $2.98 sold.

We've got to re-inject into this medium something besides our cost story. Our cost story gets no listening at the top echelons in business. They don't care whether we reach people for 49 cents a thousand or 94 cents a thousand. They'll willingly pay $6 a thousand for something that excites them and makes the blood course through their veins faster. We've got to sell in addition to our economy story a great, tremendous basic story. That's an impact story—the excitement of radio. Everything we're trying to do in a modest way is to re-inject excitement into the selling of radio.



Radio is now pretty unexciting, compared with what it could be. Radio is so basically exciting I like to put it this way: if I went on a radio station this afternoon, or rather got some young gal, 19 years old, to go on the radio station and yell "Rape" three times during a 20-minute period, the following things would happen: one, the station would lose its license; two, everybody in town would know about it by nine o'clock; and three, there would be a string of ladies above 45 years of age out in front of that radio station as far as the eye could see.

Well, you couldn't do that in newspapers. And they don't have time for it on television. Here's this great potential medium. Ninety-nine percent of the families have it. They listen to it continuously. So what do we elect to do? We become a juke-box without lights.

Q: Is this because a lot of the talent and the creative thinking which at one time was devoted to radio has been diverted, because of larger financial rewards, to television?

A: No question about it.

Q: What can you do that'll recapture some of that or build new creative talent which in itself will command a new price?

A: I think that there have been isolated efforts to provide radio with some degree of creativeness that it had at one time without really meeting the facts head-on. The facts are that a lot of our creativeness came from outside our industry. Creativeness was supplied by people employed in other industries—the film industry, for instance—by talent agents, by advertising agencies. Radio was something that happened on Madison Ave. and Hollywood and Vine and there's where the great ideas came from.

Now it's every man for himself. We've got to create in Oskaloosa, in Madison, Wis., as well as in New York. We've got to replace the impetus that was given us by outside forces. Those forces will be difficult to woo back. We've got to create something that is exclusive for radio.

It's nice to have people who work in television working in radio, I suppose, but I would rather have a mediocre talent and own him exclusively, so that people in order to hear him would have to come to me. A few stations, I think, have done a good job of complete separation of their radio and television interests in which not only the management and the engineers and all of those people are exclusive to radio, but the people who appear on the air are on radio and they're not allowed on television. Unfortunately, the number is few. The idea does not have wide currency. Radio has been drained of creative people to supply television.

Q: This question has to do with a broadcaster who owns both a radio station and a television station. Have you had difficulties in trying to get him to give the right amount of attention to radio?

A: Less difficulty among some than you would think. There are bright guys and stupid guys in this business. Unfortunately there are more stupid guys than there are bright guys. And unfortunately some of the stupidest guys have control of some of the biggest facilities in the country.

My classification of a stupid guy is a guy who ignores the profit potential of radio and its contribution to the total picture for him, in favor of devoting his full time to television. I would say that there are substantially fewer of those than there were in 1953. Recognition is much more widespread among combination operators now that radio plays a big role. A lot of guys have gone back into the radio business.

I would say to their credit that some of the best radio operations in the country today are being run by some of the new converts, the guys who have gone back into radio. They've awakened and have a completely fresh viewpoint toward the medium. They've said, "Okay, let's consider this a separate business and operate it for a profit." They have given it a separate staff, a separate sales organization, a separate budget. They've made the division all the way along the way. It's the few guys with the joint operations who have said, "Let's see, can't we program this thing? Let's do something to turn on radio sets."

Q: Are they permitting competition between the sales staffs?

A: Oh, yes. It's the mark of an intelligent operator that he permits full competition between his radio and television, because it's axiomatic that both profit under this circumstance. If he suppresses one to the benefit of the other, the one that gets the supposed benefit actually enjoys no benefits at all. Competition produces a lot more business for both of them.

Q: Are the stations which you've just mentioned, the few which have completely separated their operations from television, universally successful radio stations?

A: They are far more successful radio stations now than they were a couple of years ago when the prime interest in the shop was television, when the prime interest of the talent and the salesmen was in what they could do with the magic lantern. Radio is an entity in itself. It's a business. It's not a subsidiary of television. For those people who feel that it is a subsidiary of television, the best thing to do would be to sell their subsidiary to somebody who would do something with it. A great many of them are just sitting on their radio properties and pay utterly no attention to them.

I don't mean to imply that everybody who has both a radio and television property is doing that. Far and away the largest number are beginning to do something about their radio properties. But there is still a substantial number who are ignoring radio and it's suffering. The separation should be as complete as possible.

Q: Is there a particular time period during the day that you're thinking of? Many people aren't listening to radio in the evening when there's television. They look to television for the productions that they used to go to radio for years ago.

A: They're looking to television because substantially there's a vacuum in radio. Let me give you an illustration. The CBS *Night Watch* program originates in Culver City, Calif., I believe. It simply records what happens when a police department prowl car goes out to investigate calls. You run up against life in the raw, to coin a phrase: the drunk who insists he's not drunk, the woman who says that she's been raped, the fight in the bar. This is radio, exciting radio. Now, a station in the California valley duplicated the program, on its own facilities, in its own city. It sold it just like that, sold it with full talent tab, made a nighttime half-hour radio sale in an area where there's 90% tv. For the first time, people came to the management of the station and said, "That's an exciting program you've got on." For two years nobody would talk to this guy about his radio station, then all of a sudden, because he did something, people began talking about it.

299 SOLUTIONS TO GO

This is a program which anybody can do who's got a police department with a prowl car. And it is sensational radio. You never could do it on television. Now, that solves one half-hour for one station, maybe one-three-hundredth of the problem; 299 more solutions to go. The solutions can be a lot of different things.

I believe that if you put a good radio program on, you'll get enough people to listen to that program to make it economically feasible for the advertiser to support it. But if you're going to spin a disc—and I don't care how much money the guy spinning the disc is getting, whether $50 or $500—eventually the program turns out to be something that you can hear on any juke box for a nickel or a dime. This does not create a desire on the part of people to listen. They don't say, "I'm going to turn off this drab television program," or "I'm going to stop reading to listen to the radio." Now we need a few hundred programs like that. And they're not that hard to create, I believe.

Q: So radio is not going to become a daytime-only medium?

A: Not unless we make it a daytime-only medium. At the rate we're going, we're doing our best to make it not only a daytime-only medium but we're making it a medium which begins and ends between 6 and 9 a.m. And if we don't quit choking that period with 19 announcements per quarter-hour, we're going to have problems there, too.

We've got two ways for people to listen to the radio. Our great vitality is that people can listen to the radio daytime, when they're substantially occupied in other work and they can absorb advertising in a way that they never can with other media. They've got to stop to read the newspaper. They've got to stop to look at television. This is not a brilliantly new idea, but that's our strength, because people are basically occupied in tasks during the daytime. You'll get a high level of daytime listening. But at nighttime when they've got leisure, then they're available to do all kinds of different things and they make a choice between media. Unless we do something that appeals to them, that entertains them, that informs them, that excites them, we'll lose the race. And we'll lose it to media that are far less interesting per se than ours, like magazines and newspapers.

Q: Shouldn't RAB do something to circulate these program ideas?

A: We've got a big hunk of the hog to fry just in the sales department. Somebody should do it, but we've got our own troubles at the moment. We've got the job of tightening up the sales muscles of this industry—a fulltime job which could keep us occupied for 10 years, teaching our guys a different approach to selling the medium, showing them where there's a lot of money that they've never tapped before; this is fulltime.

Q: What is this new, untapped money?

A: Well, substantially the money is retail money. Our industry has had an incestuous approach to selling. We've got to take it from one another. There's a tradition that the only business worth stealing in the market is on the other guy's radio station. And television, of course, is aping the radio industry, because they're so occupied stealing from one another that they lose sight of the fact that this is the way business breaks down in the metropolitan market: 70% of the total dollars spent in the market go into newspapers; 10% go into radio; 10% into television; and the other 10% are broken down among a lot of other media, including outdoor.

Now, what's the point of the radio stations in the community fighting among themselves for the 10%? That's what they've always done. The untouched money is basically local advertising money, of which there's a tremendous amount. Our approach to it has been gauche, to say the least, and ineffective. RAB's job is to show our industry how to go about prying some of this money loose from other media, the other 90% of the dollars which are available in the local market.

Q: What are you doing about the department store problem?

A: Well, we've devoted a lot of time to the department store, a disproportionate amount of time because the department store is the spearhead of local advertising. What the department store does is aped by all the other advertisers. The approach is always: if radio is such a great advertising medium, why doesn't the big department store use it? So we had to break this point. We devoted the better part of two years to it and I'm most proud and happy to tell you that we have 40 major department stores on the air today, virtually every big one. We have them basically using radio intelligently, which involved a change from the 30-year-old pattern. We've got our stations informed as to how to sell them and how to keep them on the air.

To be immodest again, we know more about what will sell on the air for department stores, which items, what price lines will sell, how to approach radio, what copy is to be written, than, I think, any other advertising medium that serves the department stores knows about what it can do for them. We've managed to do that in two years and we've done maybe a 10th, a 15th, of the job that we have to do. The department store remains a big problem for us, but I think by 1957 or '58 the department stores will spend $60 million a year with us that they didn't spend in 1953-54.

Q: Do you have any idea how much they're spending right now?

A: The department stores in 1953—and I'm talking about big stores now, I'm talking about the Marshall Fields and the Macys and the Hudsons—were spending less than 2% of their total advertising dollars with radio, and most of what they were spending was being spent wrong. Many times it wasn't being spent as advertising; it was a gift to support a project which perhaps the head of the store believed was important. Our forecast is that by 1957 somewhere between 10 and 20% of the advertising dollars of department stores, major department stores, will go to radio.

Ten to twenty percent of those dollars will sell us out so solidly, that if we get no other retail business, we're in. Ten to twenty percent of the advertising dollars of major department stores will solve all the ills of radio. That's why we've devoted a substantial amount of our time to department stores—not only because of the leadership that they have in retail advertising, but because they alone represent such a tremendous potential—$400 million of advertising basically concentrated in a few markets—that they can solve our problems by themselves.

Q: Are radio stations doing a better job of selling department stores?

A: I think they're doing a substantially better job. I hope they are,

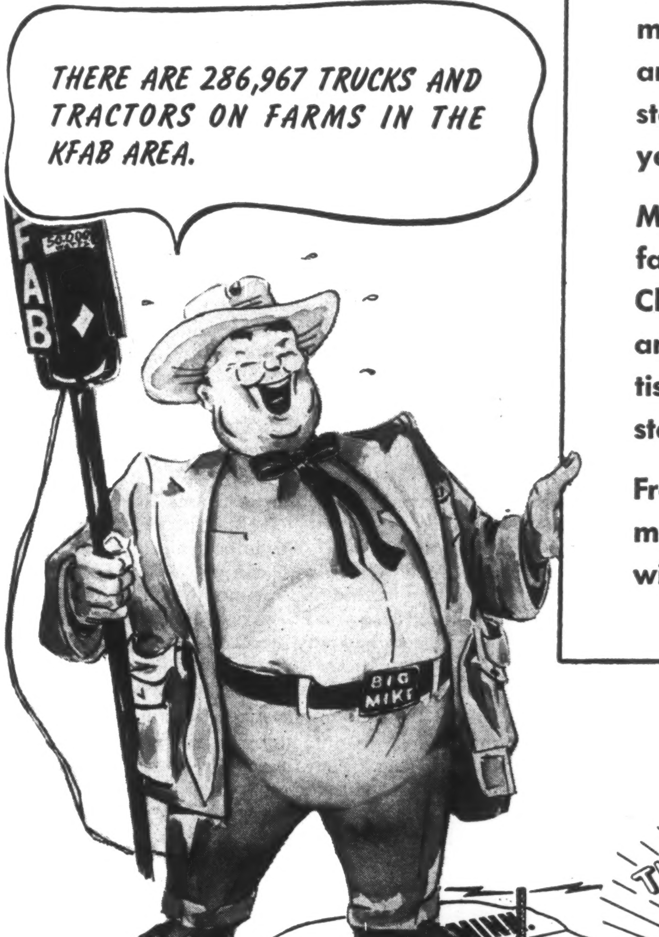
Let's Face The Facts!

The face in "Let's Face the Facts" this month is that of O. E. Bettis, Advertising Manager, Phillips Petroleum Company, Bartlesville, Oklahoma.

The continued use by advertisers is any medium's greatest claim to success . . . and KFAB has many who have used the station successfully down through the years.

Many new advertisers have "faced the facts" and joined Big Mike's Oldtimers Club. You're invited to "face the facts" and join the ranks of successful advertisers using Nebraska's most effective station.

Free & Peters will be glad to give you more information . . . or, "face the facts" with General Manager Harry Burke.


THERE ARE 286,967 TRUCKS AND TRACTORS ON FARMS IN THE KFAB AREA.
KFAB
50,000
BIG MIKE
SO.D
MINN.
NEBRASKA
IOWA
COLO.
KANSAS

THE MIDWEST-EMPIRE STATION

KFAB

1110 KC.

50,000 WATTS • OMAHA

Big Mike is the physical trademark of KFAB — Nebraska's most listened-to-station

because we devote a lot of time to it. They're making the right approach to a department store. They're taking cognizance of the fact that there's no sense in advertising for bad days and they're not trying to sell them the Monday-through-Friday pattern. There is no sense trying to evoke a miracle with three announcements. They realize that 50% of all department store advertising in newspapers now fails, and it fails for reasons beyond the control of advertising media. In other words, they're not taking the same kindergarten look at a department store. I hesitate to say we're doing the best job, but I would say that within a couple of years radio station salesmen *will* do the best job of approaching retailers, considering the lack of experience they've had, of any advertising medium in history. They'll know more about it.

What is it that we do for retailers? Last year RAB made perhaps 200 presentations to big retailers, big department stores. And again it's immodest, but we were batting better than .400 in making sales to guys who said, "I will never buy another dime's worth of radio," simply because we—and our stations are duplicating what we've done—are attacking the problem at the root.

Retailers are happy to see us. They've got manifold problems, some of which radio can solve. When you make your presentation on that basis, you're bound to get a listen. Our guys are making it on that basis now, I think.

Q: If department stores and other retailers don't want across-the-board, predictable, regular, fixed schedules, doesn't that mean that the sale of programs will become a diminishing factor in radio and the sale of announcements in groups, or at specific time periods, the predominant technique?

A: I think, generally, that's true. The department store operator more than any other retailer must rely on announcements because of the type of business that he's in. That's the big concept which our guys are beginning to get, that the department store owner is not Procter & Gamble, that he's not interested in just an item to clean your teeth, or an item to wash your face or wash your laundry with. He has somewhere between 50,000 and 150,000 separate merchandising problems, each one a little bit different. What he needs is to reach the people who are interested in the individual items, and he's got thousands of different approaches.

ANNOUNCEMENTS FOR RETAILERS

So a program for the department store is possibly the worst purchase that he can make. Not that he can't be successful with it. But he'll be more successful in using announcements. Now, when their business is less diverse, other retailers can use programs better. But the announcement still remains for the retailer probably the best buy he can make. The seasonal nature of his business precludes the intelligent 52-week use of programs.

When a guy does 28% of his business in 30 days, as the credit jeweler does, then does it make any sense to try to force people to come in during the month he can't possibly sell anything and over-advertise in that month, and then, by using the same amount of advertising in the month of December, under-advertise when opportunity exists?

You can't force people to come into your store against the trend, unless you want to give something away. Let's take Philadelphia as an example. Downtown Philadelphia stores do 4% of their week's business on Friday, traditionally. Wednesday they do 35%. Wednesday is nine times as good potentially as Friday.

The intelligent thing for the Philadelphia department stores to do is to mass their advertising to take advantage of the natural momentum people have. Thirty-five percent of the business is going to be done on Wednesday, so what you should do is to do roughly 35% of your advertising then. For a generation advertisers have known this about newspapers and that's why newspapers bunch up a few days of the week.

But how do they use the radio? Well, we've sold it to them the way we sold General Mills and Procter & Gamble, five days a week, we sold them programs. In our honest way, in our honest, stupid way, we loused up their chances of ever being successful, because we didn't take the time to learn the fundamentals of the retailing business. Now we know the fundamentals. We've got something that's basic for the retailer. We can't help but be successful.

Q: If these fundamentals are applied, won't we come to the time when most radio time is sold in the magazine and newspaper concept of an advertisement to be inserted in the schedule—certain ones in preferred positions, others run-of-schedule?

A: I think we'll have a modified magazine concept, but don't lose sight of the fact that there is a tremendous number of advertisers who can use programs far better than they can use announcements. The retailer, more or less, uses announcements better than programs. But let's re-examine what the concept of a program is—and it's about time we re-examined it in this business, because everybody loses sight of the unique thing that you can do with a program that you can't do with advertising in the magazine or newspaper concept. A program holds people while you hit them. It gets the same people to come back day after day, week after week.

Q: The "same time, same station," routine?

A: Same time, same station and the same people. Today your wife, if she's a normal American woman with access to all media, got hit by 200 different guys asking her to buy goods and services. Go home tonight and ask her, "Dear, how many advertising messages can you play back for me? What did they say on television, radio, newspaper, magazines, outdoor, point-of-purchase, today?"

The point is that glancing blows were struck. And glancing blows don't bring about conviction. But, re-expose this lady to something day after day after day. She will be under no misapprehension as to what's being sold. Certainly one of the things that we have to sell is repetitiveness . . . over and over and over again until conviction is created. You can't do that as well with announcements as you can with programs when you're dealing with a relatively small group of people.

You don't get that conviction by striking this one a blow today and then hitting her again three weeks from Sunday. You get it by telling her over and over again and by having a man, somebody she believes in, doing it. This is a program job. My point is that programming has a big place, a place that we've lost sight of. The fact that we have more retail business necessarily means we're going to do less programming in proportion to our announcement business as compared to 20 years ago, but still a very substantial amount of program business.

Q: Then the national manufacturers ought to go on using radio with their same program formula, the across-the-board formula they've used since the beginning?

A: Yes. And advertisers in the local area like automobile dealers, who have a big ticket item to sell. No one arrives at the conviction he's going to buy a $3,000 automobile in a flash, or they've got him in a padded cell. If you can get 10% of the people and expose them over a period of six months to your message and what a peachy-keen place you are to do business with and how your allowances are bigger than anyone else's, then you use programs. What I mean is, when you're selling something that is not a snap-decision purchase item, programs make an awful lot of sense.

Q: What about the automobile manufacturers?

A: The automobile manufacturers were never convinced that radio was here to stay. They have never represented the billing that they should have represented. By other advertisers' standards, they are big—they'll come in and spend a million dollars—but this is nickels and dimes in that business. The automobile industry is yet to be sold on radio.

Q: Are you making any efforts to do so?

A: Well, RAB is right now involved in what we regard as an all-out effort, although in terms of money it doesn't mean very much in the automobile industry. We're trying to sell a concept, that there is no profit to an automobile company now in further showing pictures of their automobile. If you haven't seen it now, you'll never see it; if you can't recognize it now, you never will. We've conducted tests to prove that the degree of recognition by the man in the street of an automobile is extremely high, much higher than you would ever suspect. Our point now is that they should skip the pictures and tell over and over again what are the advantages

All this and 20 TIMES MORE POWER TOO!

Plus The Greatest Audience-Building Promotion In The Milwaukee Market

More power to you! *20 times more!* That's what you now get with WEMP's tremendous new power boost in the vital Milwaukee market. Bonus coverage! Tremendous impact!

But that's not all you get with WEMP.

You get one of the greatest audience-building promotions ever staged by a radio station in one market. WEMP's top stars are featured on billoards, newspapers, radio, posters, direct mail, personal appearances. The whole town's talking . . . and *tuning in.*

Here's POWER that PAYS OFF! Schedule WEMP and see.

WEMP

now at 1250 on the dial

Only WEMP

-No Other Milwaukee Station- Has All These Top Features

. . .

ALL MILWAUKEE BRAVES BASEBALL GAMES WITH WEMP'S OWN

Earl Gillespie

"The Voice of The Braves"

"coffeehead" larsen

robb thomas

chuck phillips

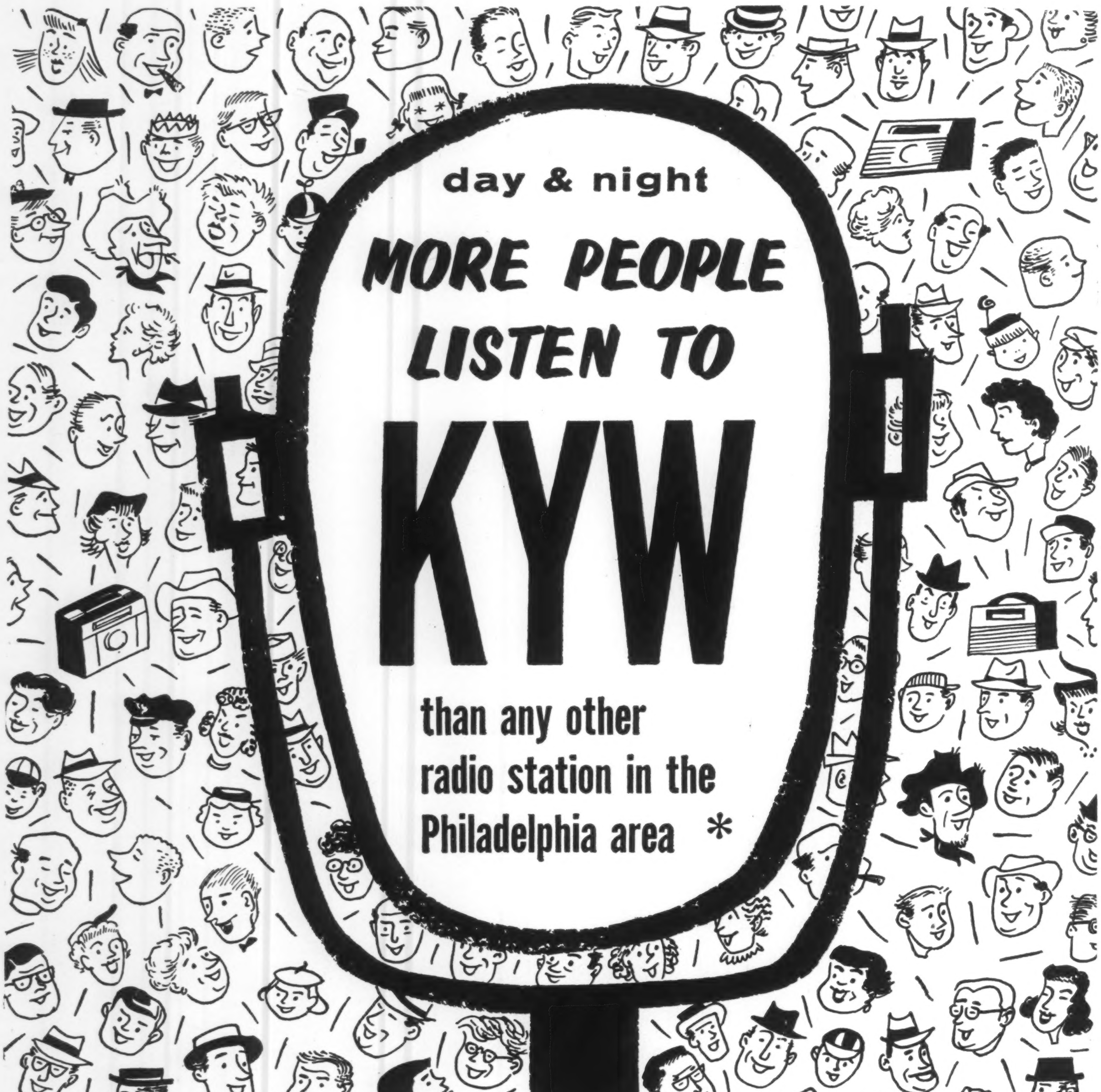
tom shanahan

don o'connor

bill bramhall

joe dorsey

MILWAUKEE'S BEST ADVERTISING BUY—Represented Nationally by Headley-Reed


day & night
MORE PEOPLE
LISTEN TO
KYW
than any other
radio station in the
Philadelphia area *

* **Largest share of audience** in total day, 6:00 A.M. to midnight in NSI and total station area. December 1954, A. C. Nielsen Survey.

KYW is first in America's Third Market covering over 36 counties. Throughout this rich area, Nielsen proves that more people tune to KYW than to any other station. That's why advertisers interested in lowest cost-per-thousand love KYW.

Best buy nationally
Best buy locally
Best by any standard of measurement

KYW
1060 ON YOUR DIAL

WBC

WESTINGHOUSE BROADCASTING COMPANY, INC.
KYW•WPTZ, *Philadelphia;* **WBZ+WBZA•WBZ-TV**, *Boston;* **KDKA•KDKA-TV**, *Pittsburgh;* **WOWO**, *Fort Wayne;* **KEX**, *Portland;* **KPIX**, *San Francisco*
KPIX represented by THE KATZ AGENCY, INC.
All other WBC stations represented by FREE & PETERS, INC.

that should cause a person to buy their car. What are their advantages? They should tick them off with almost monotonous repetition.

June, July and August are the big months of the automobile sales. That's when all the long winter preparation and sowing of seeds comes to fruition. This is the time when the decisions are made. This is the time for an advertiser to dominate. This is the time in which he can use radio far better than he can use other media. RAB's got a campaign which involves a lot of advertising, direct mail, telegrams, personal presentations, and ends with the recommendation that at least one manufacturer spend $1,300,000 in a 30-day period to assure complete dominance of the beachhead when people come to buy. So that, in the month of June, no one who is going to buy a car can avoid this guy's advertising messages, his suggestion that they buy his automobile.

Q: How far along is that proposal?

A: Well, the proposal is just being made, and we won't have any results on it till the first week in April and then we may not be successful. But I can assure you that every automobile manufacturer in America must give radio some attention, because we are trying to dominate his every waking hour between the 14th of March and the 2nd of April. He can't avoid us for that period of time unless he goes into seclusion.

ON SELLING CARS: "There's no profit in showing pictures . . ."

Q: What do you think about contemporary radio research?

A: There's too much of it on subjects that we shouldn't bother with and too little of it in the areas where we need researching.

Q: Can you amplify that?

A: We spend hundreds of thousands of dollars every year to establish what happens in Keokuk between 8:45 a.m. and 8:50 a.m., thereby piling up a mountain of minutiae about this relatively unimportant fact, a fact which our biggest competitor, the newspapers, don't even feel is worthy of recognition.

What a newspaper sells is the percentage of the total market it reaches during the day. It doesn't sell how many people you can expose page 13 to. They say that 48% of the families in the retail trading zone and 66% of the families in the city zone see this newspaper. There, in my opinion, is a station's basic selling tool: X% of the total number of families are exposed to it every day.

There is so much information that we lack. As an example: what type of people listen to your programs? The type is far more important than anything else. It's the complete magazine concept of selling. *Better Homes & Gardens* hasn't the largest circulation. They have a type of people. *Time* hasn't the largest circulation. They have a type of people. And that's what they sell. We know basically what types of people listen to a news and music station, what types of people listen to daytime drama. But we don't really know for sure.

Most magazine research is done in the area of: what is the income of people? Magazines have sold their medium as the one reaching the upper incomes. RAB is just now beginning to do something on that. We're conducting research right now to find out what kind of programming interests women whose estimated family income exceeds $10,000.

Q: Last week there were 2,686 am stations on the air in the United States. How many do you think there will be at the end of next year?

A: 2,800.

Q: You look for an increase despite sluggish management and not particularly inspired programming and not very imaginative selling?

A: I call your attention to a fact that you already know. Scarcely anyone has surrendered a CP for an am radio station or put an am station off the air. This is such an inexpensive business to get in and it requires such a small market to support a radio station that radio stations can't help but expand. I think that they'll have different guys running them and different owners, but I don't think any radio station licenses or any frequencies—even bad frequencies—1700 kc with nine towers directional—are ever going to go off the air. Each one will find its niche. In a metropolitan area there'll be fewer stations, I think, two years from now. Yet large markets represent an untapped opportunity.

Q: Do you expect stations to go into a more specialized type of operation?

A: Yes, more specialized. There will be in every metropolitan market in my murky crystal ball two or three stations, possibly only two, which will do a generalized job which will be a *Life* magazine—all types of things. They will have drama, news and comment, women's programs. And below that area there will be basically specialized operation, in which they appeal to a segment of the people in those areas whose main interest is in what they have to offer.

Q: How many members does RAB have?

A: About 840 stations and the four radio networks.

Q: How much more of a potential should you have?

A: We're aiming this year at the million dollar budget that the RAB was set up to have. We are increasing the rates of some of our stations; we're increasing the rates of the networks and the representatives and we're aiming to add a hundred new stations. If we do all those things, we will go from our roughly $720,000-$730,000 level to approximately $1 million. Every one of those new dollars is worth two of the other kind because we now have this superstructure, the organization setup, so that we don't have to do the things that we previously had to do with the dollars that came in. These dollars are better dollars.

Q: What can you give them with that money that you aren't giving them now?

A: Well, I'm glad you asked that question. This makes the inquisition worth doing. We have four men on the street selling radio now, four men attacking the problem at the roots, which is at the planning boards of agencies, the account executive level, the account group and the advertiser himself. Our industry is directing most of its sales effort, and must of course direct it, to the day-to-day problem of getting the dollars for individual stations.

So we have hundreds of men calling at the media department level, but only four men supported by the industry going in fulltime to sell the story of why you shouldn't be in magazines, you should be on network, or you shouldn't be in newspapers, you should be in spot radio. With this extra money we plan to add at least seven men which will give us nominal representation. The Bureau of Advertising of the American Newspaper Publishers Association has 30 men who hit the street every day, who do just the same job, only eight times as big a job as our four men can do. That's one phase of it. We're going to spend in the neighborhood of $100,000 for research in an industry which will gross three quarters of a billion dollars, $100,000 worth of RAB research to get at these fundamental problems we were talking about. We plan to add $70,000 to that.

We made last year at the local level probably 250 presentations to big advertisers, like The Hecht Company. We came to Washington and we sold the Woodward & Lothrop business. It's only $1,000 a week that they're spending. But RAB had to come in and with the stations make a mass presentation in order to persuade them. A few hundred presentations we made. We plan to make a few thousand—to get incessantly before the J. C. Penneys, the Colonial Stores, the Safeway Stores, rather than a couple of times a year. To do that we need six or seven men at the local level, servicing the stations, showing them how to sell, setting up these sales committees, getting the stations to work together to make the presentations that can only be made as a group and actually making the presentations for them. I could go on forever telling you what the money is going to go to, but those are some of the areas to which the money can go to and yield profit for the stations.

Q: What do you think of group selling by stations?

A: Well, I'm in favor of any type of group activity which is not set up to oppose another group. The success of stations selling to local advertisers as a group is unquestionable. We have broken, in market after market, the backbone of the resistance of a big advertiser, not because we did a brilliant presentation, but because the guy looked across his desk and he saw four or five competitors sitting out there, all of them saying, "Listen to this guy. He's talking for all of us."

These stations, instead of telling divergent stories, told one story. That also applies at the national level. I'm particularly thinking in terms of spot. If you can, with one order, one telephone call, buy a group of markets and get one invoice, there's no limit to the amount of new business that can be developed in that way.

Q: Didn't you say that there's a new formula to be found in national spot selling?

A: There had better be a new formula, because some of the old formulas are not working. Spot radio has need for and is getting some of the most imaginative selling that is being done in our business. It still needs a lot more.

We can go in and revolutionize a guy's business with the proper use of a massive saturation spot campaign. We've got to make saturation spot easier to buy, easier to bill for. We've got to take some of the areas of expense out of spot radio for the agency, because no matter how much they insist that they attempt to do the best that they can for their advertisers, if they find two things that are about equal, and one costs them three times as much as another thing, they're going to buy, as any businessman would, the thing which represents the least expense to them. So we've got to find new formulas in spot just as we've got to find new formulas in network and I think we are finding new formulas in local.

Spot radio has this problem of being a medium that offers tremendous potential, and yet it's a messy one to handle. A formula has to be devised whereby we do everything for the advertiser, so the guy can say, "I want to buy 160 markets." He doesn't have any worries about billing procedures and makegoods and all of the things that make it messy to handle, that make him finally throw up his hands and say "Nothing!" . . .

Q: Do you see any real probability of any such formula emerging in the next year or so?

A: Not in the next year, but I think that we will eventually come to it. I can see every representative now, with a possible few exceptions, striving for a uniformity in what he can offer on all of his stations, so that an advertiser will buy the whole list, and he eliminates some of the problems by doing that. He just provides one insertion order and they go from there. I don't think there's a representative—a major, intelligent representative—that isn't working on some such plan.

Q: How can you have that along with your specialized stations idea, where the kind of stations that a representative has will vary from city to city? Aren't those mutually exclusive?

A: In a sense they are. With the result, I think, that the properties that a representative has will eventually have a uniformity about them that they have never had before. A representative will endeavor to have the same type of thing available, and the representatives that I'm talking about are putting a certain amount of mild pressure on their stations to provide similar facilities, so they'll have something to sell as a group.

Advertisers now are getting accustomed to buying a million dollars worth of advertising—with a few hours' consideration. When you come to a big advertiser with a deal that involves nine stations and a net expenditure of $857, he can't be bothered with it. So you've got to make something big and potent, like the representative who took up to Detroit a list of stations which only included seven of his stations, but 36 markets. He said "Here is a buy you can make, 90 ID's a week. Here's 36 markets. Here's the complete cost of it. All you have to do is to sign here. We'll go out and take care of the rest of it. We'll help you buy the stations." Well, this guy is bound to get an order, because he's made it simple for the advertiser to do something big without looking up a lot of different things and having a lot of mess with stations. This is, I think, going to be a new concept in the representative business. There's going to be more selling of stations that you don't represent, in order to get your stations in the list.

Q: Don't you have a radio set promotion project in the works?

A: Yes, we do. We have about half the radio set manufacturers at this moment committed to a big test campaign, the first phase of which we'll run May 15 to June 15. We still have to get the other half of these guys to put their money down, but we're hopeful that we'll conclude that soon. If so, we'll do the thing that we should have done 30 years ago in this business—to get all the money to promote radio sets in the medium where it belongs, which is radio. It shouldn't be in magazines, television, newspapers, outdoors or other media. It should be in radio.

We're planning five test campaigns: in the bedroom, in the kitchen, radio as a gift, portables and the old radio roundup idea. We'll run these five tests, each in five cities, this year. If it works out, then the campaigns that are successful will go on a nationwide basis next year, providing they put up the money.

Q: Are you having any success in selling outside-the-home listening . . . automobile sets and portables and so on?

A: That's a big factor, I think, with a number of types of advertisers. I think it's the reason that most automobile dealers are buying our medium. The automobile classification, I think, is the biggest single classification now in our medium on the local level. Most of those dealers are buying the concept that a radio message reaching a guy in an automobile is more effective than elsewhere.

We're not making as rapid progress with that concept with national advertisers generally as we should. A large part of it comes from our inability to research it on any continuing basis. The problems of finding out where people are listening to the radio are terrific. Take measuring radio in the 10 million business places that have radios. You think that's a simple problem? We've been occupied for six months, trying to find how would we measure all

Do You Know —

HOW BIG

The KVOO Market is?

HOW GOOD

The KVOO Market is?

HOW COMPLETE

KVOO Coverage of this Market is?

Don't finalize your market list until you have all of the answers to the above questions, for the great and growing market of which Tulsa is the hub, is one of America's fastest growing, most buying minded. Only KVOO, Oklahoma's Greatest Station for more than 30 years, blankets this tremendous market. Only KVOO can give you unquestioned dominance in the Tulsa metropolitan market — only KVOO can give you unquestioned dominance in the entire market area! Today when every advertising dollar must deliver its maximum in able-to-buy prospects, no matter how you measure it, against any other station or any other media, KVOO is your best buy in Oklahoma's No. 1 market! See your nearest Edward Petry & Company office for the right answers to the above questions.

RADIO STATION KVOO

NBC AFFILIATE

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS

TULSA, OKLA.

OKLAHOMA'S GREATEST STATION

the radio listening in a four-block square area in a metropolitan city. To get all the radios operating going through in automobiles, to get the cleaners and dyers who are listening as they press your pants, to get the restaurants—simple? The problems are so tremendous and the expense is so great you can scarcely believe it.

But in places of business and institutions are 10 million units of circulation. *Life* magazine does $114 million a year on 5 million units of circulation. We've got 10 million units and we can't even figure out how to measure it, much less how to sell it. We've got another 26 to probably 30 million sets in automobiles and we have only begun to talk about that and measure it and try to sell it. We have so many opportunities to sell that it's pitiful we've made so little use of them.

Q: Are you doing any store traffic surveys?

A: We will do this year at RAB alone ten times as many surveys as was done by the entire industry in the year 1953. Most of these are for the confidential information of the stores involved. We estimate that there will be 1,300 of these done, minimum, this year.

Q: At RAB?

A: No. We will participate in the financing of somewhere between 300 and 400 of them, minimum. We have commitments already in March to participate that far. But the important thing is that the stores themselves have said, "There's a device here for measuring what happens when we advertise," and have taken on the job of measuring the response to advertising, either in terms of traffic or in terms of sales.

Q: What's induced the stores to come into this type of survey, which used to be considered too favorable to radio?

A: Well, because, interestingly enough, it isn't uniformly favorable to radio. We have surveys in which we beat the brains out of other media, and the next day the other media will beat the brains out of us, and we have departed as a result from the sophomoric idea that there is one advertising medium that is universally productive. I can tell you a list of items which we cannot sell. At least, we have not found a way of selling them. And I can tell you a list of items in which radio can consistently produce more traffic than newspapers seem to be able to.

The important thing is that in each case newspapers will reach people that radio didn't reach and radio will reach people that newspapers didn't reach. It expands the total audience of the store, the total market of the store when you use both. That's the major concept: to find out what percentage of people you can reach overall that you weren't reaching with the advertising on which you're currently depending, to which you're apparently devoting most of your money. The stores get tremendous by-products from these surveys; find out where people go in the stores.

GOING AFTER YOUTH

One of the surveys we did put the finger on something that a few people in the store suspected but nobody would ever face: that their customers were basically people over 55 years of age. In other words, give them another 10 to 15 years, and they're completely out of business. The store immediately saw what we could do. What could we do? We could reach young adults, young women, who are the lifeblood of a store. So they put their money on the radio to go after the young women. That's our job for that store.

The survey didn't put a finger on radio doing a tremendous job. It just said, "Here's the job to be done." And then we happened to be able to do a tremendous job with young women on the programs I've been maligning here all along, the disc jockey. He happens to do a tremendous job, he's one of the best ways of reaching young, middle class women, and the lower middle class women.

Q: Can the department stores use personalities?

A: They can. I think they'll use them better in smaller cities than they will in big cities. I think the department stores can use an individual personality, but not in the sense that that personality has a program. They can use a personality on announcements to give the store the type of identity that they get with their logo. After a while they should change their pace, just as they change their pace in their other advertising. One day they may shout. Another day they may whisper. The personality may not be equally adaptable to both formats.

A personality in a big city, I think maybe has 60 to 90 days of usefulness. Then you get another personality who appeals to a different group. The problem in a department store is to keep reaching out always to the people that you're not now reaching, to get all the different types of people to come into your store, at the same time creating a concept of what your store stands for. One personality would inhibit that, rather than expand it, I would think.

In a big city where you've got a lot of different, fine personalities on different radio stations, a store should take advantage of the hold those people have on their audience—that unique thing that you have in radio that you don't have in newspapers where a guy will say on the radio, "You go on down there and buy this thing," and he gets the people to do it. If you don't take advantage of that, you're missing the boat; you're short-changing yourself.

Q: What's this chain store survey you have—this supermarket survey?

A: We are working in the area of: What is the last exposure that people have before they come to make a buying decision? You remember what I was saying about 200 exposures. We have a feeling that the guy who gets the last word is possibly going to have an effective word. So we've set about to determine who gets the last word with people. We're now in the field with what will amount to about 12,000 interviews conducted in Kansas City, Buffalo, New Orleans and San Francisco, after rather extensive field research.

I'm afraid we're going to find out that radio gets the last word with the very important woman who comes into the supermarket. I think it's going to have a material effect on the way both grocery manufacturers and grocery retailers spend their money. Because if you want to get women on their way to the market, if you want to get them before they make up their minds and make out their shopping lists, here's the medium that's consistently hitting them.

Q: You mean auto radio?

A: No. All types or radio. I don't know if you saw the things we released called "Two Out of Three Have Already Listened." It was our first study of whether people have listened to their radio before they come into supermarkets. It was made in five cities and about 25 supermarkets. We didn't attempt to find out whether they read newspapers or magazines or looked at television before they came. We kept it in the narrow area: Were they exposed to radio? We found out that two-thirds of all the women who come into a supermarket today all over the country, whether they are women who work for a living in an office or a factory or whether they are women whose primary job is that of a housewife, two-thirds of them had listened to the radio before they came in. So we thought, "Here's a tremendous fact. Now I wonder what it is for the other advertising media." What we found out is most of them listened at home. But 10% of them—10% of all the women who came into a supermarket, not 10% of the people who listened—listened to an auto radio on their way there.

Here's a tremendously impressive figure, one out of every ten women who ultimately go through that turnstile has listened on the way down. What a chance to get in your last selling effort before she gets in there. And this is during the daytime, basically, when our automobile use is lower than it is for the two periods, 7-8 a.m. and 4-5 p.m.

Our big area of growth, I'd say, among retailers in the last couple of years has been with the chain grocers. We have a number of very big chain grocers who spend a substantial amount of their own money and I underscore the "own" money, because these guys are very reluctant to spend their own money for anything. They like to spend co-op money. They like to make a profit on their advertising. A third of the Supermarket Institute used radio on a regular basis in 1952. Something like 53% of them used radio on a regular basis in 1954. They've just found that radio is an essential ingredient.

It will pay you to take a closer look at Keystone

To sell more — you have to *Tell* more to more people! It's as simple as that. Lots of good businessmen have forgotten something very fundamental about advertising media. We'd like to re-discover the principle for them right here and now.

"Look for that advertising medium which reaches the largest number of able-to-buy customers per dollar expended. Then check a little further and see what PLUSES you can buy with that same advertising and selling dollar."

If you will apply that measurement to KEYSTONE'S *814* HOMETOWN AND RURAL RADIO STATIONS — looking at their overwhelming coverage of this great market of 60 million good customers you'll know that this "closer look" will pay large dividends.

The story of KEYSTONE'S market and its PLUS MERCHANDISING is told, not by KEYSTONE but by contented advertisers whose names you know and respect. We'd like to show you this SPECIAL report . . . NOW! *Send for our new station list.*

● WRITE, WIRE OR PHONE FOR COMPLETE MARKET INFORMATION AND RATES

CHICAGO
111 West Washington St.
STate 2-6303

NEW YORK
580 Fifth Avenue
PLaza 7-1460

LOS ANGELES
3142 Wilshire Blvd.
DUnkirk 3-2910

SAN FRANCISCO
57 Post Street
SUtter 1-7440

✓ **TAKE YOUR CHOICE**

A handful of stations or the network . . . a minute or a full hour . . . , it's up to you, your needs.

✓ **MORE FOR YOUR DOLLAR**

No premium cost for individualized programming. Network coverage for less than "spot" cost for same stations.

✓ **ONE ORDER DOES THE JOB**

All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.

N E W S

KBS

Keystone

BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA

COMPARATIVE NETWORK AM SHOWSHEET

	SUNDAY			
	ABC	CBS	MBS	NBC
6:00 PM	Lorillard Monday Morning Headlines	Wm Wrigley Gene Autry (195) R	Public Prosecutor	The American Forum
6:15	Paul Harvey Belltone			
6:30	ABC Orchestra	Sunday Playhouse	Mutual Benefit On the Line with Bob Considine (546)	Nothing But Music
6:45			All-Star Sports Time	
7:00	Songs By Valentino S	Amer. Tob. Jack Benny (213)	Richard Hayes Show	Special Tribute Programs
7:15	George Sokolsky			
7:30	Show Time Review S	CBS Columbia Amos 'n' Andy (205)	Studio Concerts	
7:45	Henry Mile Travel Talk S			7:55-8 NBC Travel Bureau
8:00	America's Town Meeting	Toni & Whitehall Cosponsored Our Miss Brooks (206)	U S Military Academy Band	Dr. Six-Gun
8:15				
8:30		Campana Philip Morris My Little Margie (205) R	Enchanted Hour	The Adventures of the Abbotts
8:45				
9:00	Walter Winchell ASR & Bayuk alt. wks.	Kraft Foods Rudy Vallee (204)	Nat'l Labor Management Fulton Lewis	The Adventures of Sherlock Holmes
9:15	Quincy Howe S		TBA	
9:30	Sammy Kaye		Manion Forum Dean Clarence Manion	Easy Money
9:45			Co-op Keep Healthy	
10:00	Bankers Life & Cas. Co. Paul Harvey	10-10:05 Daniel Schorr	Billy Graham Evangelist Assn. Hour of Decision	Fibber McGee & Molly * 3-Plan
10:15	Elmer Davis	Face the Nation		The Great Gildersleeve 3 Plan *
10:30	The Assemblies of God "Revival Time"	John Derr Sports	Little Symphonies	Meet the Press
10:45		U N Report		
11:00	Moods in Melody	News	Winnipeg Sunday Concert	News From NBC
11:15 PM		Dance Orchestra		No Network Service

	MONDAY			
	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of Kid Strips	No Network Service
6:15		No Service		
6:30	Budweiser Bill Stern			No Network Service
6:45	Co-op George Hicks	Delco Battries Lowell Thomas (200)		Sun Oil & Co-op 3-Star Extra (34)
7:00	Vandercook CIO	Tennessee Ernie S	Co-op Fulton Lewis, jr.	Alex Drier Man on the Go Co-op
7:15	Co-op Quincy Howe		Dinner Date	No Network Service
7:30	Gen. Mills, Lone Ranger (153)	Longines Choraliers (121)	American Home Prod. Gabriel Heatter	Miles Labs News of World (166)
7:45	Les Griffith 7:55-8 S	Am Oil Ed. R. Murrow (82)	In the Mood	Toni Co. One Man's Family (182)
8:00	Just Easy Gregson	Mr. & Mrs. North	Top Secret Files *	Gen. Motors Henry J Taylor
8:15	News S	Amer Tob Edwards-News		Best of All
8:30	Voice of Firestone	Lever-Lipton Godfrey Talent Scouts (171) R	Co-op Broadway Cop	
8:45				
9:00	Met. Opera Audition	Liggett & Myers Perry Como (204)	Esso Reporter Footnotes to History	Bell Telephone Telephone Hour (185) R
9:15		Cons Cosmetics & Gen Fds B Crosby (206) R	Gil Houston Show	
9:30	Freedom Sings Concert	9:30-9:55 Amos 'n' Andy Music Hall Viceroy Cig. (206)	Reporters' Roundup	Cities Service Band of America (113) N
9:45	News 9:55-10	Robt. Trout, News Chevrolet (201)		
10:00	AFL Edw. Morgan News	Dance Orchestra	Dance Orchestra	Fibber McGee & Molly * 3-Plan
10:15	Albert F. Warner News 10:15-25 News 10:25-30			The Great Gildersleeve 3-Plan *
10:30	Martha Lou Harp		Distinguished Artists Series	Wings for Tomorrow
10:45				
11:00	Songs by Dini	News	Mutual Reports The News	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty

	TUESDAY				
	ABC	CBS	MBS	NBC	ABC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of Kid Strips	No Network Service	Not in Service
6:15		No Service			
6:30	Budweiser Bill Stern			No Network Service	Budweiser Bill Stern
6:45	Co-op George Hicks	Delco Battries Lowell Thomas (200)		Sun Oil & Co-op 3-Star Extra (34)	Co-op George Hicks
7:00	Vandercook CIO	Tenn. Ernie	Fulton Lewis, jr.	Alex Drier Man on the Go Co-op	Vandercook CIO
7:15	Co-op Quincy Howe		In The Mood	No Network Service	Co-op Quincy Howe
7:30	Saga S	Longines Choraliers (121)	Beltone, alt. Tu. Banker's Life alt. wks. Gabriel Heatter	Miles Labs. News of World (168)	Gen. Mills, Lone Ranger (153)
7:45	Les Griffith 7:55-8 S	Am Oil Ed. R. Murrow (82)	Coca-Cola Co. The Eddie Fisher Show (245)	One Man's Family	Les Griffith 7:55-8 S
8:00	Jack Gregson	Suspense	Treasury Agent *	Toni alt with Paper Mate People Are Funny	Jack Gregson
8:15	News S	News			
8:30		Mr. Keen	Co-op John Steele Adventurer	Liggett & Myers Dragnet (197)	News S
8:45	News S				
9:00	Sammy Kaye S	Rosemary Clooney S	Esso Reporter Footnotes to History	Lux Radio Theater	Sammy Kaye
9:15	Chr. Sci. Pub. Co. Edwin D. Canham	Bing Crosby S	Gil Houston Show		News S
9:30	Platter Brains S	9:30-9:55 Amos 'n' Andy Music Hall	The Army Hour		President's News Conference
9:45	News 9:55-10	Robt. Trout, News Chevrolet (201)			News 9:55-10
10:00	AFL Edw. Morgan News	Dance Orchestra	Musical Almanac	Fibber McGee & Molly * 3-Plan	AFL Edw. Morgan News
10:15	Albert F. Warner News 10:15-25 News 10:25-30			The Great Gildersleeve 3 Plan *	Albert F. Warner News 10:15-25 News 10:25-30
10:30	Take Thirty S		Dance Orchestra	Listen to Washington	The Dunigans and Their Friends
10:45					Town & Country Time
11:00	Singing with the Stars	News	Mutual Reports The News	No Network Service	Singing with the Stars
11:15 PM	Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty	Sports Report S

	SUNDAY			
	ABC	CBS	MBS	NBC
9:00 AM	9:00-9:05* ABC News	News S	Dr. Wyatt Wings of Healing (306)	World News Round-Up Co-op
9:15	Milton Cross	Music Room		Carnival of Books
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Ref. Church Back to God (268)	Faith in Action
9:45		Bob Trout Chevrolet		Art of Living
10:00	Message of Israel S	Church of Air S	Radio Bible Class (291)	National Radio Pulpit
10:15				
10:30	Negro College Choirs S		Voice of Prophecy (307)	Headlines In Perspective
10:45				
11:00	Sunday Melodies	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest (362)	News from NBC
11:15	Marines in Review		First Church How Christian Science Heals	Stars From Paris
11:30	The Christian In Action S	News* (5 min.) Invitation to Learning* S	Northwestern U. Review S	Pauline Frederick at the UN
11:45				UN Assignment
12:00 N	Pan-American Union	The Leading Question	U. S. Marine Band	Music for Relaxation
12:15 PM				
12:30	The World Tomorrow Radio Church of God	Philadelphia Orchestra	Bill Cunningham Co-op	The Eternal Light S
12:45			Co-op Merry Mailman	
1:00	Churches of Christ Herald of Truth (108)		Wings of Healing Global Frontiers	Anthology
1:15			First Church How Christian Science Heals	

	MONDAY - FRIDAY			
	ABC	CBS	MBS	NBC
9:00 AM	ReaLemon Th only Olsen Rug Co. Tuesday Mutual of Omaha W&F Rockwood Swift & Co. Philco, M-W-F Quaker Tues. & Thurs. Breakfast Club (290) R	Co-op News	Co-op Robt. Hurleigh	No Network Service
9:15		No Service	Easy Does It	
9:30			Johnny Olsen Show	
9:45		Pet Milk Godfrey (199) R		
10:00	Sterling Drug Tu&Th (sust.) My True Story (212)	Campana Staley Godfrey (203) R	Co-op Cecil Brown	10-10:05** M.M.McBride Doeskin Prods Norman Vincent Peale
10:15		Frigidaire-Bristol Myers Arthur Godfrey (206) R	Faith In Our Time	Joyce Jordan M.D.
10:30	G.Mills M-W-F Beeman Tu & Th Whispering Streets (224)		10:30 Kraft News	Doctor's Wife
10:45	When A Girl Marries (165) Carnation Co.	Kellogg Minn. Mining (206) R	10:35-11 Johnny Olsen Show	Miles Labs Break the Bank
11:00	Companion S	Toni Lever Godfrey (205) R	Florida Calling With Tom Moore	C-P Strike It Rich (179)
11:15	Paging The New S	Pillsbury & Toni alt Fri (205) Pillsbury M-Th	Kraft News	
11:30	Thy Neighbor's Voice	Contnl. Baking Make Up Your Mind (56)	Queen for a Day (551) 11:45-12 P. Lorillard	C-P The Phrase that Pays (183)
11:45	Three City By-line	Second Husband S		Second Chance * 3-Plan
12:00 N	Valentine	GF on TuTh P&G Wendy Warren (206)	Down at Holmesy's	No Network Service
12:15 PM	Luncheon at the Sheraton N. Y. Day by Day	P&G Ivory Snow Rosemary (95)	Kraft News 12:15-12:20 12:20-12:30 Down at Holmesy's	
12:30	No Network Service	Toni MWF Whitehall M-F Helen Trent (189)	12:30-1 No Service	
12:45		Whitehall-P&G Our Gal Sunday (183)		
1:00	Co-op Paul Harvey	P&G Ivory Road of Life (138)	Co-op Cedric Foster	
1:15	Co-op Ted Malone	P&G Oxydol Ma Perkins (102)	Mutual Music Box	

	SATURDAY			
	ABC	CBS	MBS	NBC
9:00 AM	Co-op No School Today	Co-op News	No Network Service	
9:15		No Service		
9:30		St. Louis Melodies		Serenade to Romance
9:45		Ferry Morse Garden Gate (204)		
10:00	(10-10:30) Table Products, Inc.	News Gen Fds (189) Galen Drake		10-10:05** M.M.McBride Serenade to Romance
10:15		Galen Drake S		
10:30	Nestles Alternate wks. Space Patrol (284)	10:30-45 Animal Fdtn Galen Drake (74) S	American Travel Guide	Roadshow
10:45		News* (5 min.)	Conference Call	
11:00	11-11:05 ABC News*	Milner (179) Helene Curtis (204) Van Camp (203) Robert Q. Lewis	Lucky Pierre Show	
11:15	TBA			
11:30	All-League Clubhouse S		Philco Corp Phonorama Time 11:55 Young Living	
11:45				
12:00 N	101 Ranch Boys S	News 12-12:30 Romance S	I Ask You	Allis-Chalmers National Farm & Home Hour Eastern Standard Stations Only
12:15 PM				
12:30	American Farmer S	Liggett & Myers Gunsmoke (203)	Tex Fletcher's Wagon Train	Peewee King Show
12:45				
1:00	Navy Hour S	City Hospital	Fifth Army Band	Dude Ranch Jamboree (EasternStations) Chalmers Home Hour (CentralStations)
1:15				

1:30 PM
1:45
2:00
2:15
2:30
2:45
3:00
3:15
3:30
3:45
4:00
4:15
4:30
4:45
5:00
5:15
5:30
5:45 PM

	Thursday				
NBC	ABC	CBS	MBS	NBC	
No Network Service	Not in Service	Metro.Life Ins. Allan Jackson (29)	Repeat of Kid Strips	No Network Service	6:00 PM
		No Service			6:15
No Network Service	Budweiser Bill Stern			No Network Service	6:30
Sun Oil & Co-op 3-Star Extra (34)	Co-op George Hicks	Delco Battries Lowell Thomas (200)		Sun Oil & Co-op 3-Star Extra (34)	6:45
Alex Drier Man on the Go Co-op	Vandercook CIO	Campana Philip Morris Tenn. Ernie (181)	Fulton Lewis Jr.	Alex Drier Man on the Go Co-op	7:00
No Network Service	Co-op Quincy Howe		Dinner Date	No Network Service	7:15
Miles Labs News of World (198)	Saga S	Longines Choraliers (121)	Gabriel Heatter	Miles Labs News of World (168)	7:30
One Man's Family	Les Griffith 7:55-8 S	Am Oil Ed. R. Murrow (82)	Coca-Cola Co. Eddie Fisher Show	Toni Co. One Man's Family (182)	7:45
Chevrolet Dinah Shore	Jack Gregson	8-8:25 The Whistler	Official Detective *	Dodge Bros. Roy Rogers Family Program (200)	8:00
Toni Frank Sinatra Show	News S	Amer. Tobacco Edwards News			8:15
Brown & Williams News		Night Watch	Co-op Crime Fighters	American Dairy Bob Hope Show	8:30
Barrie Craig Confidential Investigator	News S			Brown & Wm'son News	8:45
DeSoto Plymouth Dealers, You Bet Your Life (191)	Sammy Kaye	Campana Rosemary Clooney (206)	Esso Reporter Footnotes to History	Spend A Million	9:00
	News S	Bing Crosby S	Gil Houston Show		9:15
Amer. Cig. & Cig. Big Story (192)	Ralph Flanagan Show S	Amos 'n' Andy Music Hall	State of the Nation	Where Have You Been	9:30
	News 9:55-10	Robt. Trout, News Chevrolet (201)			9:45
Fibber McGee & Molly * 3-Plan	AFL Edw. Morgan News		Musical Caravan	Fibber McGee & Molly * 3-Plan	10:00
The Great Gildersleeve 3-Plan *	Albert F. Warner News 10:15-25 News 10:25-30	Dance Orchestra		The Great Gildersleeve 3-Plan *	10:15
Keys to the Capital	Front & Center		Dance Orchestra	Jane Pickens Show	10:30
					10:45
No Network Service	Singing with the Stars	News	Mutual Reports The News	No Network Service	11:00
News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty	11:15 PM

Friday				
ABC	CBS	MBS	NBC	
Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of Kid Strips	No Network Service	6:00 PM
	No Service			6:15
Budweiser Bill Stern			No network Service	6:30
Co-op George Hicks	Delco Battries Lowell Thomas (200)		Sun Oil Co-op 3-Star Extra (34)	6:45
Vandercook CIO	Philip Morris Campana Tenn. Ernie (204)	Fulton Lewis jr.	Alex Drier Man on the Go Co-op	7:00
Co-op Quincy Howe		Co-op Men's Corner	No Network Service	7:15
Gen. Mills, Lone Ranger (153)	Longines Choraliers (121)	Amer. Home Gabriel Heatter	Miles Labs News of World (168)	7:30
Les Griffith 7:55-8 S	Am Oil Ed. R. Murrow (82)	Burton-Dixie Corp L. Paul-M Ford	One Man's Family	7:45
Jack Gregson	8-8:25 Crime Photographer *	Counterspy *	Chevrolet Dinah Shore	8:00
News S	Edwards News		Toni Frank Sinatra Show	8:15
	Bristol-Myers Godfrey Digest (201)	Co-op Take a Number	Friday With Garroway	8:30
News S	Godfrey Digest S			8:45
Sammy Kaye	Liggett & Myers Perry Como (206)	Esso Reporter Footnotes to History		9:00
News S	Bing Crosby	Gil Houston Show		9:15
The World We Live In	9:30-9:55 Amos 'n' Andy Music Hall Viceroy (202)	The Search that Never Ends		9:30
News 9:55-10	Robt. Trout, News Chevrolet (201)			9:45
AFL Edw. Morgan News	Dance Orchestra	Family Theatre	Gillette Fights	10:00
Albert F. Warner News 10:15-25 News 10:25-30				10:15
Indoors Unlimited		Dance Orchestra	Sports Highlights	10:30
				10:45
Songs By Dini	News	Mutual Reports The News	No Network Service	11:00
Sports Report	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty	11:15 PM

Saturday				
ABC	CBS	MBS	NBC	
Pan American Union	Lou Cioffi News	John Flynn	George Hicks News	6:00 PM
	Sports Roundup	World Traveler	H. V. Kaltenborn News Co-op	6:15
Co-op Bob Finnegan Sports	Capitol Cloakroom	Report From Washington	The Kingdom Come	6:30
Co-op Sports Afield With Bob Edge		Basil Heatter		6:45
At Ease	Gen. Mtrs., News Make Way for Youth	Pop The Question	NBC Travel Bur. Heart of the News	7:00
Overseas Assignment				7:15
James Crowley Reports S	Gangbusters	Have A Heart	TBA	7:30
It's Your Business				7:45
8:00-8:05 ABC News	Liggett & Myers Gunsmoke (211)	Co-op True or False	Conversation	8:00
Dancing Party S				8:15
	Juke Box Jury	Quaker City Capers	Boston Symphony	8:30
				8:45
	P. Lorillard Two For The Money (209)	Hawaii Calls		9:00
				9:15
	Saturday Night Country Style	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (93) & S	9:30
	Chevrolet News A. Jackson (188)			9:45
Ozark Jubilee	Saturday Night Country Style	Chicago Theatre of the Air S	Tex Williams Show	10:00
				10:15
Music	Dance Orchestra		Town Hall Party	10:30
				10:45
Statler Orchestra	News	Basil Heatter Commentary	News from NBC	11:00
	Dance Orchestra	Airmen of Note	No Network Service	11:15 PM

Sunday		Monday - Friday				Saturday			
MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC
Lutheran Hour (479)	U. of Chicago Roundtable	Closed Circuit	P&G Crisco Dr. Malone (153)	Ted Steele Show	Co-op Pauline Frederic Reporting	Vincent Lopez Show S	Stan Dougherty Presents	Ruby Mercer Show	Roadshow
			P&G Duz Guiding Light (128)		No Network Service				
(approx 2-4:30) Gillette Co Warmup Co-op Game of the Day R J Reynolds Tobacco Co Camel Scoreboard	The Catholic Hour	No Network Service	Armour Mrs. Burton (146)	(approx 2-4:30) Warmup S Jackson Brewing Co Game of the Day R J Reynolds Tobacco Co Camel Scoreboard		Texas Co. Metropolitan Opera	Dance Orchestra	(approx 2:00) Warmup S Jackson Brewing Co Game of the Day R J Reynolds Camel Scoreboard	
		Myerson Alm Tintex S	P&G Tide Perry Mason (163)						
	Youth Wants to Know	Betty Crocker M-W-F Seeman Bros. Sheilah Graham T&Th	Toni & Bristol Myers Nora Drake (201)				Teddy Wilson Show		
		The Martin Block Show 2:35-4	P&G Ivory Fl. Brighter Day (166)				Army Show		
	Weekend		Pharmaco Hilltop House Tu&Th (MWF sust.) (156) R		News Woman In Love		String Serenade		
			Lever, Kellogg Houseparty * (182) R		P&G Pepper Young (166)				
			Pillsbury MTh House Party Hawaiian F (199) R*		P&G Right to Happiness (163)		Treasury Band-stand		
					P&G Backstage Wife (175)				
		Latin Quarter Matinee	No Service	Bruce & Dan	Sterling MWF Toni Tu-Th Stella Dallas (162)				
		Betty Crocker M-W-F T&Th Derese Belc			Sterling M-W-F Toni (Tu-Th) Widder Brown (162)			Bandstand USA	
Nick Carter		Treasury Bandstand 4:30-5		Tex Fletcher's Wagon Train	P&G Woman in My House (188)				
			4:55-5 News						
Natl. Biscuit Adventures of Rin Tin Tin	Inheritance	Musical Express M-F	No Service	MWF B. Benson TuTh Q. Oats Co Sgt. Preston of the Yukon	Miles Labs Just Plain Bill	Festival S	Adventures In Science	Teenagers USA	
		The Fred Beck Show S			C-P Lorenzo Jones (191)		CBS Farm News		
True Detective Mysteries	TBA	Gloria Parker		Bobby Benson Kraft News	Mr. Jolly's Hote for Pets Coast Fisheries T-Th Sustaining		News Saturday at the Chase		
		Vincent Lopez		General Tire Sports Time	It Pays to Be Married * 3-Pla			John Price, News	

March 28, 1955

Explanation: Listings in order: Sponsor, name of program, number of stations; R repeat; S sustaining; TBA to be announced. Time EST.

ABC—8:55-9 a.m., 2:30-2:35 p.m., 4:25-4:30 p.m., M.W.F., Betty Crocker, Gen. Mills (319).
7:55-8 p.m., Les Griffith & The News. (332).
Thomas Leeming & Co. (patent medicines)—In each of four time zones, 13 times on Sat., 11 times on Sun.

CBS—
11:30-11:35 a.m. Sun. Lou Cioffi—News (S)
3:15-3:30 p.m. MWF Lever—Houseparty 180
3:15-3:30 p.m., Tu.-Th., Kellogg—& Houseparty 191
3:30-45 p.m., Dole—Houseparty 171
3:30-3:45 p.m. M-Th Pillsbury—Houseparty 191
Longines-Wittnauer Watch Co.
Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.
Doug Edwards—Pall Mall Wed.-Th. Fri. 8:25-30 p.m.
G. Drake—Tasti Diet Sat. 1:25-30 p.m., 203 Sta.
Arthur Godfrey Time
10-10:15 a.m., Pet Milk—M.-F. alt. days; Lewis-Howe—alt. Tue., Wed. & each 4th Fri.; Mutual of Omaha—alt. Mon., Thu. & each 4th Fri.
10:15-30 a.m., Staley Mfg.—M.-Th. alt. days; Campana Sales—M.-Th. alt. days; Bristol Myers—alt. Fri.; Glamorene—alt. Fri.
10:30-45 a.m., Minn. Mining—Mon. and each 4th Fri. st. 3/4; Corn. Prod.—Wed. and each 4th Fri. st. 3/18; Gen. Motors—Tu. & Th.; Staley Mfg.—alt. Fri.
10:45-11 a.m., Bristol-Myers—M., W. alt. Fri.; Kellogg—Tu. & Th.; Campana—alt. Fri.
11-11:15 a.m., Lever—M., W. alt. Fri.; Toni—Tu. & Th.; Kellogg—alt. Fri.
11:15-30 a.m., Pillsbury—M.-Th.; Toni—alt. Fri.; Gen. Motors—alt. Fri.
General Motors Corp. Chevrolet Div., Newscasts
Robert Trout & the News, Sun 9:55-10 a.m.; Sun. 1:30-35 p.m.; Sun 5:55-6 p.m.; Mon.-Fri. 9:55.
Allan Jackson News, Sat. 1:25-30 p.m.; Sat. 5:30-35 p.m.; Sat. 7-7:05 p.m.; Sat. 9:55-10 p.m.
Longines-Wittnauer Watch Co., Newscasts
Newscast (5 min.) with Larry LeSueur, Sun. 12 p.m.; Sun. 4 p.m.; Sun. 5 p.m.; Sat. 10 a.m.; Sat. 10:55 a.m.; Sat. 12 p.m.
Amos 'n' Andy Music Hall
Brown & Williamson, M. W., Ted Bates

MBS—
Mon.-Fri. 8:00-8:30 p.m. Programs—Multi-Message Plan Participants—Mon., Wed., Fri.; R. J. Reynolds Tob. Co.—M.-F., Dodge Div.—M.-F. Pearson Pharmacal, M.-F.
Multi-Message

NBC—
*** THREE PLAN PROGRAMS**
Second Chance: To be announced.
It Pays To Be Married: Armour—Fri.
Fibber McGee & Molly: Prudential—Sun. thru Thu.; Armour—Mon., Wed. & Thu.; Viceroy—Tue.
The Great Gildersleeve: Crowell-Collier—Mon., Apr. 4 & 18; Tue., Apr. 5 & 19; Wed., Apr. 6 & 20; Thu., Apr. 14 & 28.
**Mary Margaret McBride
Mon. & Tue., Q-Tips; Wed., Calgon; Thu. & Fri., Gen. Foods; Sat., sustaining.

A GEORGIA BANK BANKS ON RADIO

BROADCASTING IS NO. 1 BUSINESS-GETTER FOR FINANCIAL FIRM

By James A. Furniss

IT has been our feeling that unfriendly attitudes toward banking come more from people who have had no experience with banks than from those who have had a checking, savings or loan account. Thus by using radio, the most effective medium for reaching the non-banking public, we are doing a double job of getting new business and making people happier about the banking system that serves them. Beyond that, there are other things about radio. First, radio is a good buy at the price it is being offered in Georgia. Another thing—compared with other media, production costs on radio are next to nothing. Then there is a certain quality about radio that the printed word does not have—the sincerity and warmth of the human voice. Banking is based on confidence and it seemed to us that the intimacy, directness and inflections of the human voice on radio could help build confidence in our bank. Also radio has flexibility—we can swing into a campaign on a moment's notice. Still another fact is that if people are listening to radio, they almost have to listen to our commercials. They can't skip over our message as they can when it is presented to them in printed form.

Georgia is growing industrially and financially at a much faster rate than the rest of the country. As a bank, we enjoy a pretty broad range of customers both in type and in number. In our region, we are the largest bank. In Georgia one out of every five dollars on deposit in banks is on deposit in the Citizens & Southern.

Spread out as we are, we try to keep ourselves decentralized as far as authority goes. Each officer in charge of a bank or office can make his own decisions without having to touch base with headquarters in Atlanta. Doing so means that the local bank can provide banking service of the kind that is needed locally.

Following this same reasoning we reorganized our advertising set-up and in 1952 appointed an advertising officer in each office throughout the C & S system. Twice a year, we hold a meeting of all these advertising officers and review procedures and ideas. We acquaint our people with the reasoning behind our suggestions on media. Only in rare cases do we actually order something done. We feel it is better to suggest. This feeling has worked out in fact as well as we had hoped.

With this kind of background about our bank, here is how we have handled radio at the Citizens & Southern.

First, our agency, Burke, Dowling, Adams, of Atlanta, has prepared a large number of radio spots, on every conceivable banking subject. We now have over 500 spots which are kept in a spot book. One copy of this spot book goes to each radio station we use and another copy goes to each local advertising officer. The spots are keyed by bank service and identifying numbers. From this book, the ad man can select commercials he would like to use and can schedule them in advance—locally.

IN LESS than 2½ years as advertising manager of Citizens & Southern National Bank, operating 22 offices in 13 Georgia cities ranging from Thomaston, 6,000 population, to Metropolitan Atlanta, 800,000, James A. Furniss, vice president-advertising manager, has found radio its No. 1 business-getter. The chain budgets $53,000 for radio, 30% of its total budget for external media. Mr. Furniss told of his company's radio success experiences at the Broadcast Advertising Bureau panel during the 1954 NARTB convention in Chicago [B•T, May 31, 1954]. In the following excerpts from a talk delivered last week by long-distance line from Atlanta to the Canadian Assn. of Radio & Tv Broadcasters, he tells some of the more recent experiences.

MR. FURNISS

Second, we have worked out certain program ideas. One of these is *Cavalcade of Song*. This is a half-hour musical memory program, prepared in Atlanta by our agency. It consists of popular tunes of various years, together with a capsule account of what was happening during those years. We use it in five cities so that it blankets the state. We also prepared a format on a hillbilly show called *Record Rodeo*. This is a half-hour of top folk music tunes of the day, selected by the local radio station which follows the format we prepared but selects its own records and remarks.

Then we prepared what we call one-minute news caps. These spots start out with two or three top news headlines and then swing into the banking news of the day. They're for use between regular news programs in the morning or evening.

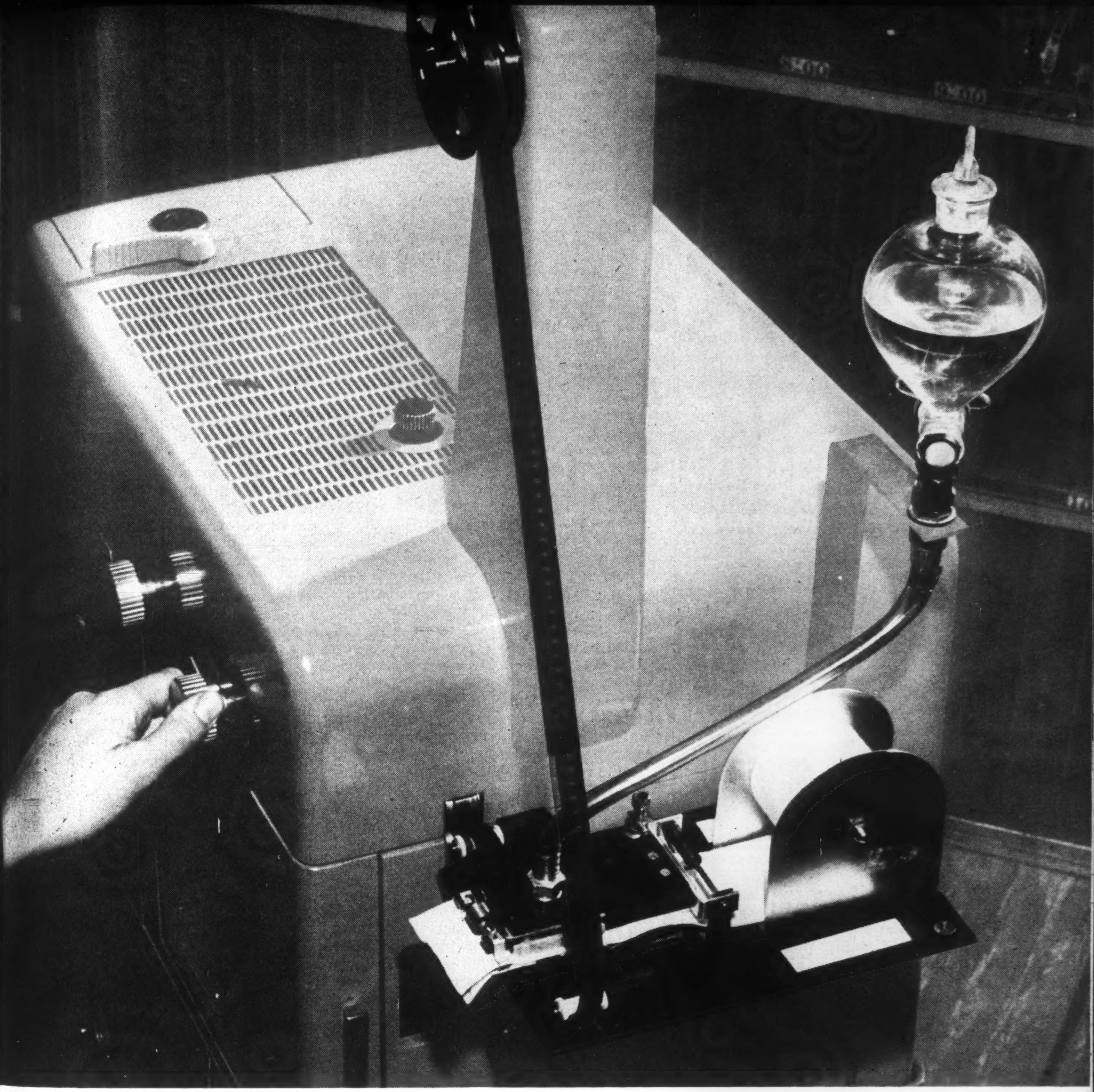
We also suggested that each office go in pretty heavily for women's participation spots. As the lady in charge of the program developed familiarity with the messages we had to get across, we urged our local advertising officer to let her present the spots in her own language.

In addition to that, we encouraged each advertising officer to hunt around for local programs that would fit his own local need. For example: in Atlanta our survey had told us that a tremendous number of people go home by automobile between 4:30 and 5:30 in the afternoon. Some of the traffic jams we could see every day didn't exactly make the survey necessary—at any rate it meant that these people were out of reach of most other media except radio. So we bought a one hour show, *Hour of Stars*, which is used every week-day on WGST from 4:30 to 5:30 p.m.

Another case, one officer in charge of an office had a reputation locally for being disinterested in what was going on in that community. As a result, he bought 15 minutes of morning time and contributed it in its entirety to the use of local civic groups to use as they saw fit. The last time we heard about it, it was booked up for eight weeks in advance.

In still another case, we have a bank in Dublin, a rural community, which has only three major industrial concerns. The major source of income is farming. In Dublin we use a five-minute weather and market bulletin program every morning to catch the farmer before he goes out into the field. The results have astounded us.

One of our newest programs is called *Bouquets for Breakfast*. It went over so



Cleans your film ½ second before airtime

Attention, all agencies. Do your commercials have that dull, lifeless look—do they lack that crisp, fresh-from-Hollywood sparkle? Just buy a schedule on KING-TV. You'll get the biggest audience in the Pacific Northwest and your films are cleaned for free.

Our crew is pretty ingenious. They outdid Rube Goldberg when they rigged up the Handy-Dandy KING-TV Automatic Film Kleener. Spots come out spotless…one-half second before they go into the projector. Makes a world of difference on the air. They show up nice and bright like a good selling message should, with a soundtrack crisp enough to satisfy even a Hi-Fi addict.

We figure it's just one more small plus for KING-TV. First, we have the highest rating. Second, low Channel 5 at 100,000 Watts. Third, Seattle's leading TV personalities. Fourth, the market's most aggressive merchandising and publicity service. And now—well, the Automatic Film Kleener.

Channel 5—ABC
100,000 Watts
BLAIR TV

FIRST IN SEATTLE

KiNG-TV

Otto Brandt, Vice President and General Manager

Dan Daniel
Bart Darby
Sterling Brewer
Stars of
"News, Sports, Weather"
5:45 to 6:00 p.m., Monday - Friday

Stars Sell on Alabama's greatest TV station

WABT

News! Sterling Brewer gives 5 minutes of the latest. WABT is the only Alabama station with "Photofax" service, bringing pictures from all over the globe in a matter of minutes! **Sports!** Dan Daniel with late scores, feature stories, "Photofax", and often top sports folk as his guests. **Weather!** Bart Darby, pointing it out on the weather map.

You can SELL Your Products to Alabama folks

If you TELL them on programs they enjoy seeing

Represented by
BLAIR-TV

well in Atlanta that we are now using it in two other cities. Fifteen minutes long, it goes on the air about 7:30 a.m. and is devoted primarily to popular music and the correct time of day. Toward the end of the program, the announcer pays verbal tribute to someone who has done something on behalf of his community or people living in it. The person who is honored also receives a bouquet of flowers.

In buying these local programs and also in selecting good times for the ones that we prepared in Atlanta, we have relied very heavily on the local station manager or his representative. We believe that if anyone should know his audience, it should be the local radio station's man. Our idea was that we could get the best time and program available to do the job we were trying to do by relying on the local radio man's judgment. From our standpoint, it has worked out much better than trying to schedule radio for the town of Valdosta by using figures and guesswork from an office in Atlanta.

Now the question is how has radio actually worked for us? The best way to tell you is to cite a few examples.

One way we tried once to promote trust business might be compared to a cold canvass or making sales calls without advance introduction or preparation. We had an excellent booklet on the subject of wills and decided to offer it as a give-away, figuring that people who were interested in the subject would ask for it. So we designed a newspaper ad offering the book as a give-away and ran it. We got nine requests. Then we used the same amount of money in radio time. The results were amazing. We had over 400 requests for the booklet and had to cut out the spot because we had run out of our supply of the booklet. One piece of business we got more than paid for the experiment. I don't recommend this method of going after trust business but the results were astonishing.

A Winning Argument

In spite of all our arguments, sometimes the head of an office will wonder whether radio is as good as we tell him it is. When that happens, we ask him to do us a favor and go to the radio station and present some of the spots himself. The number of people who later say to him: "I heard you on radio yesterday," usually is all the convincing he needs.

Still another case—Charlie Smith who is president of our bank in Dublin was interviewed not so long ago on a program on WMLT. During the interview he just happened to mention that the bank had a board of directors room which was available to civic groups to use as a meeting place. He was mighty startled by the results—by nightfall of the next day he had promised the room out weeks in advance. He had to call a halt so that his directors would not have to look for another place to meet.

Radio helps get business. Last fall, we decided to go after the non-banking market in earnest with an all-out campaign lasting six weeks. We were asking people who had no checking accounts to come in and open accounts with us. We used all media, newspaper, television, direct mail and, above all, radio. We asked for and got a budget increase of several thousand dollars. Among the media we usually use, only radio's budget was increased.

The results were eye-opening. Normally, we would expect to open about 2,200 accounts during such a six-week period. In this case, we opened 6,636—more than three times the normal number. And they were good accounts, too. Very few have since closed out. What was even more surprising was what happened after the campaign was over. In every month since the campaign, we have opened at least 60% more checking accounts than we normally do. Radio did a tremendous job for us with savings certificates, a two-year investment paying 2½% if held until maturity. They are sold in units of $100 or larger. We decided to introduce them July 1 of 1953 as a way of paying people more on their invested savings than the 1% we were paying on regular savings accounts.

Just before the kick-off date, we pulled out all the stops. We used every media we could lay hands on—tv, direct mail, display, outdoor, newspaper—and of course radio. Radio carried the brunt of the job. In several areas we increased spots to a real saturation schedule. In the first four weeks, for example, we added 800 spots to our Atlanta schedule. We used a great deal of newspaper because the idea of savings certificates was new in Georgia and needed detailed explanation. Radio, however, was used to keep up the drum fire.

The result? The bank tentatively had hoped to sell $6,000,000 worth of certificates in the period of a year. Within six months, though, we had sold over $7,000,000 worth. And in the following 12 months we sold another $12,000,000—over a million dollars a month! Our total time money, that is savings and savings certificates, in the parent bank of the C & S system has increased 21% since we introduced savings certificates. Anyone in banking, I think, will tell you that an increase such as this is not bad. Our two largest banking competitors had practically the same package to sell—2½% two-year certificates. The difference, I feel, was that they didn't promote the program to the degree that we did. In the same period of time that we went up 21% their time deposits stayed exactly the same.

In the last two years, we have experienced the problem of what to do in four Georgia cities where tv has just started. We bought tv time in three of them and skipped it in the fourth. And we bought pretty heavily for us too—about $25,000 worth. In spite of adjustments we had to make in other media including radio to pay this additional amount, our radio budget for 1954 was only $3,000 less than the year before.

At the end of 1954, however, we took another look at the situation and made a change. We now are using television in only one city. Our radio budgets have been increased in the two cities where we cancelled television. Basically, the reason was that we felt we were getting more advertising per dollar for radio than we were for television. Even now, only 28% of the money we spend in television is being spent for time. The balance goes into talent, live announcers, actors, cameramen and other production expenses. In radio however, 95% of the money we spend goes for time, the balance going into production.

sum total!

(a refresher course in profitable arithmetic
for the timebuying profession . . .)

add up-

PRODUCTIVITY
in thousands of industrial plants

PEOPLE
whose skills earn them bigger incomes

PAYROLLS
measured in millions and millions yearly

PROFITS
which mean greater and faster growth

PROSPERITY
with no limitation anywhere in sight

and you get

GIGANTIC BUYING POWER
in the Industrial Heart of America!

then add up-

PROGRAMMING
that's tailored to local tastes

POWER
for wider and clearer coverage

POPULARITY
that has no equal in the whole area

PROMOTION
planned to benefit every advertiser

PERSUASIVENESS
that gets results day after day after day

and you get

GIGANTIC SELLING POWER
in the Industrial Heart of America!

PUT THEM TOGETHER—
WORKING FOR YOU
with this perfect radio-TV combination . . .

WSAZ-TV
CHANNEL 3 BASIC **NBC** NETWORK
MAXIMUM POWER
HUNTINGTON-CHARLESTON, W. VA.

RADIO
930 KC **WSAZ** ABC
HUNTINGTON, W. VA.
1490 KC **WGKV** NBC
CHARLESTON, W. VA.

REPRESENTED
NATIONALLY BY
The KATZ Agency

(A&A continues from page 36)

Longines-Wittnauer Plans Fairy Tale Dramatizations

PLANS for a year-round weekly half-hour tv series of dramatizations of great fairy tales have been announced by Alan Cartoun, advertising director of Longines-Wittnauer Co., New York. Mr. Cartoun said the idea was the result of favorable audience response to the narrated music and ballet dramatizations of fairy tales on Longines' Thanksgiving and Christmas television shows. As yet, no date has been set for the start of the series.

The format of the proposed series includes an off-stage narrator whose lines are coordinated with a story told in pantomime, ballet and animated film sequences with vocal and symphonic musical accompaniment.

The Thanksgiving production of "The Sleeping Beauty" was narrated by Walter Hampden. Judith Anderson and Monty Wooley, respectively, were featured in "The Little Match Girl" and "The Elves and the Shoemaker," at Christmas.

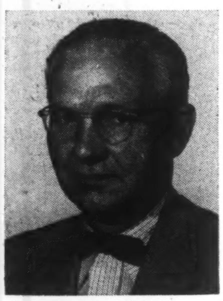
Pulse N. Y. City Survey Now Includes 17 Counties

PULSE has expanded its radio and television audience measurements in New York to cover the entire 17-county area which is designated metropolitan New York by the U. S. Census Bureau, Dr. Sydney Roslow, the firm's director, has announced.

Previously, Pulse had checked 12 counties for the metropolitan area. The five counties added are Rockland and Suffolk in New York State and Middlesex, Morris and Somerset in New Jersey. The 12 counties formerly surveyed accounted for 93.3% of the families in the census-designated metropolitan area, Dr. Roslow said. The 17 counties now will include 4,162,190 radio homes. Dr. Roslow also pointed out that other marketing statistics on the metropolitan area normally are based on these full 17.

Size of the sample used for Pulse's nighttime radio ratings will be increased, subsequently, from 2,450 to 2,800 homes per week, and samples for Saturday, Sunday and individual evenings increased from 200 tv homes to 300 homes in all markets with three or more tv stations where TelePulse reports are issued on a continuing basis. Mid-week strip programs will continue on a base of 1,000 tv homes. Increase in the overall monthly sample, he said, is 25%.

Nyland Named Geyer V.P.



MR. NYLAND

NEAL NYLAND, formerly with R. L. Polk Co., Detroit, as senior account executive and supervisor on Chrysler Corp. accounts, has been appointed vice president and account executive for Geyer Adv., Detroit, it was announced last week by B. B. Geyer, chairman of the board and president.

Mr. Nyland, who will serve as account executive for the Kelvinator Div. of American Motors Corp., has been in advertising for more than 20 years. He has been with Benton & Bowles, New York, as a vice president and account supervisor; with Chrysler Corp., Detroit, as an executive and member of the steering committee and as assistant director of advertising and sales promotion of the Plymouth Div. He also has been advertising manager of Nash Motors.

How WOR Processes Advertising

HOW DOES a station "process" its advertising so as to guard against undesirable advertising?

Screening of advertising at WOR-AM-TV New York was cited by General Manager Gordon Gray before New York Gov. Averell Harriman's conference on bait advertising last fortnight [B•T, March 21].

This is the way the station's screening works, according to Mr. Gray:

"We consider:

A. The Product
  1. Who makes it?
  2. Does it live up to its claims?: a. What are reasonable claims? b. If toilet or drug, what ingredients? c. Does it comply with all laws?
  3. Is it available at price declared?: a. Compare with similar items. b. Determine what factors govern cost of such merchandise. c. Does any reduction or absence of such quality factors account for a 'miracle low price,' and is this made clear?

B. The Client
  1. What is client's credit standing and the character of the business based on past experience?
  2. Does he stand behind his merchandise with an unquestioned money-back guarantee?
  3. Does he have a warehouse, a source of supply?: a. If in doubt, check possible sources to determine source of supply and approximate wholesale price.
  4. What is conduct of client's salesmen in the field?: a. Local Better Business Bureau record? b. Remind client that his salesman also represents the station in listener's mind. Warn that no talk-down of advertised merchandise will be tolerated. c. In rare instances, "plant" a customer by giving a station employe as a lead to check client's actual practices.

"WOR and WOR-TV seek information in any field from those best qualified to get it.

"We maintain a department of three people who spend full time on continuity acceptance, but additionally, continuity acceptance is the responsibility of the individual salesman involved and the sales manager as well as our management group.

"Despite this, in rare instances, a product may slip by and cause us some concern. I am sure that many stations are not so fortunate as to have the facilities extended us at our stations, but our industry, as I know it, polices itself pretty strictly and is quite well aware of its obligations, if for no other reason than the fact that to harm our listeners is to harm the individual radio or television station itself."

BBB Says Newspapers Had 91% of Questioned Ads

OF A TOTAL 16,350 "questionable" advertisements in 1954 which required Better Business Bureau contacts with the advertisers involved, 91% appeared in newspapers, 3% on radio, 2% on tv and 4% in other media, according to the annual report of the Assn. of Better Business Bureaus Inc., released Thursday.

Most questionable advertising on tv in 1954, the BBB report said, was for (in order) home appliances, used cars, radio-tv-music (sales and services) and apparel. On radio, the most objectionable commercials ranked: used cars; home appliances; apparel; home furnishings; jewelry, and radio-tv-music, BBB said.

The total number of questionable advertisements was lower in 1954 than 1953, the BBB report noted. The 16,350 ads which required action were taken from hundreds of thousands of ads studied, BBB explained. Of the 16,350 cited "objectionable," only 395 or 2.4% were cases in which voluntary adjustments were refused, "necessitating turning over the files to the appropriate authorities."

The report showed that inquiries and complaints handled by the local BBBs in the U. S. and Canada reached a new high of 2,005,288 in 1954, of which only 423,942 (21%) represented complaints.

Respecting its public relations program to "tell the BBB story," BBB cited publicity during 1954 which included 7,833 radio spots, 486 radio shows, 206 tv spots, 223 tv shows and 3,554 newspaper stories. BBB advertisements totaled 799, the report said.

'Kansas City Star' asks Verdict Be Set Aside

MOTION to set aside a jury verdict finding the *Kansas City Star* and its advertising director guilty of anti-trust violations is before Federal District Court. The *Star* and Emil A. Sees, ad director, were convicted by a jury of attempting to monopolize dissemination of news and advertising in the Kansas City area. The *Star* also was found guilty of monopolizing news and advertising.

In the petition, the *Star* and Mr. Sees asked judgment of acquittal or a new trial. The offenses are misdemeanors. The government has indicated it will ask summary judgment, on the basis of trial evidence, in connection with civil charges.

Lennen & Newell Aids Drive

ADVERTISING for the 1955 multiple sclerosis drive will be handled by Lennen & Newell, New York, which has volunteered time and talent to the campaign. Jackson Taylor, senior vice president and management account supervisor at the agency, has been named chairman of the advertising committee. Serving on the committee are Tony Pan, Clark Agnew, George Tompkins, Leo Kelmenson and Oliver Toigo, all of Lennen & Newell.

Gillette Buys Sunday 'Game'

SPONSORSHIP of half of Sunday *Game of the Day* baseball on MBS has been bought by the Gillette Safety Razor Co. for the 1955 season. MBS is broadcasting pre-season exhibition games from Florida training sites. Agency for Gillette is Maxon Inc.

The Brown Derby
Beverly Hills

"make mine a double... wabi and wabi-tv!"

Now *there's* a smart time-buyer for you! No chance this maitre d'hotel (name of Gus) at Hollywood's Brown Derby will ever mistake *him* for one of those peasants that wander in from Vine Street.

The young man has just given a substantial opinion on one of the best radio-TV buys in New England. You can see for yourself how the young lady is mighty proud of having latched onto a smart guy.

You'll be mighty proud of yourself, too, when you see the results WABI (radio) and WABI-TV salesmanship can conjure up for *your* products in the fastest-growing part of Maine. As Gus puts it: "the real gentlemen among my time-buying patrons always specify WABI — WABI-TV when establishing their spot advertising schedules for maximum effectiveness." He's hep, that boy is! How about you?

wabi AM
TV

Represented by: George P. Hollingbery — Nationally
Kettell-Carter — New England

BANGOR, MAINE

General manager: Leon P. Gorman, Jr.

United Auto Workers Appoints Kaufman Agency

THE United Automobile Workers, Detroit, has named Henry J. Kaufman & Assoc., Washington, D. C., to handle its radio-tv advertising, effective April 15, it was announced last week. Robert S. Maurer, tv director, will be account executive. Reggie Schuebel Inc., New York, will assist Kaufman in servicing the account.

The union uses radio and tv announcements in industrial areas to explain its purposes and aims. Future plans and the amount of money to be spent were not disclosed.

Kaufman replaces Luckoff & Wayburn Inc., Detroit, as agency on the account.

Toy Council Signs P. Winchell

TOY GUIDANCE Council, New York, independent business organization seeking to influence selection of correct playthings for children, has signed Paul Winchell, ventriloquist, to star in a series of television films.

Mr. Winchell with his dummy Jerry Mahoney will present 104 Educator-Approved Prestige Toys in a series of 13 films to be seen on television across the country beginning late in October and running until Christmas. The series will be sponsored by the Toy Guidance Council and its member stores.

Scholty Heads K&E Office

LES SCHOLTY, Lincoln-Mercury account executive, Kenyon & Eckhardt Inc., Hollywood, has been named to head the Hollywood office, succeeding Vice President Robert Wolfe, resigned. Mr. Scholty remains Lincoln-Mercury account executive.

SPOT NEW BUSINESS

Arnesto Paint Co., N. Y., through Philips Rohr & Co., same city, will use radio spots to open 1955 campaign, starting in April for 10 weeks.

Dairy Farmers of Canada, Toronto, in April starts a series of 20-second commercial announcements on number of Canadian tv stations. Agency: E. W. Reynolds & Co., Toronto.

NETWORK NEW BUSINESS

Gordon Baking Co. (Silvercup bread), Detroit, will sponsor second annual *Kuklapolitan Easter Show* on four ABC-TV stations April 10. Network's co-op program dept. will offer show as special feature to about 110 other stations. Agency: D'Arcy Adv., N. Y.

CBS-Columbia, Long Island City, N. Y., signs for alternate-week sponsorship of *Arthur Godfrey's Talent Scouts,* CBS simulcast, Mon., 8:30-9 p.m. EST, effective June 27. Agency: Ted Bates & Co., N. Y. Other sponsor is **Thomas J. Lipton Inc.,** currently full-time sponsor of the series.

Procter & Gamble, Cincinnati, assumes full sponsorship of *My Favorite Husband* on CBS-TV (Sat., 9:30-10 p.m. EST) effective May 7. Alternate sponsor **Simmons Co.** (beds, sofas, mattresses), N. Y., withdraws April 29. Agency for both: Young & Rubicam, N. Y.

Procter & Gamble signs for alternate sponsorship of *The Line-Up,* CBS-TV, Fri., 10-10:30 p.m. EST, effective April 1. Agency: Young & Rubicam, N. Y. Other sponsor is **Brown & Williamson Tobacco Corp.,** through Ted Bates & Co.

Scott Paper Co., Chester, Pa., will sponsor *Father Knows Best,* produced by Screen Gems Inc., effective Aug. 31, replacing the *Margie* series on NBC-TV, Wed., 8:30-9 p.m. EST. Scott Paper Co. also sponsors *Omnibus* on CBS-TV. Agency for Scott is J. Walter Thompson Co., N. Y.

NETWORK RENEWALS

Sunbeam Corp. (Frypan, Mixmaster, Shavemaster), Chicago, renews sponsorship of *Home* on NBC-TV (Mon.-Fri., 11 a.m.-12 noon EST) for 60 participations between April 1 and Dec. 31, concentrated during Father's Day, Mother's Day, Thanksgiving and Christmas periods. Agency: Perrin-Paus, N. Y.

AGENCY APPOINTMENTS

Buitoni Foods Corp., said to be largest manufacturers of spaghetti and spaghetti products, appoints J. Walter Thompson Co., N. Y. Also appointing JWT were: **Edison Voicewriter Div.** of Thomas A. Edison, for V. P. Edison Voicewriter and Edison Televoice (in U. S. and Canada); **Trico Products Corp.** (windshield wipers), for firm's public relations advertising and publicity.

Pacific Salmon Assoc. Inc., Seattle, Wash. (Carnation salmon & tuna), names Erwin, Wasey & Co., L. A.

National Housing Center, Washington (to be officially opened Aug. 15), appoints Farson, Huff & Northlich, Cincinnati. Radio-tv will be used.

Philadelphia Gas Works appoints W. S. Roberts Inc., Phila., for tv advertising. Franklin S. Roberts is account executive.

Bolta Products Div., General Tire & Rubber Co., Lawrence, Mass. (plastic products), for its food service equipment div., appoints The Sackel Co., Boston.

Bourjois Inc. and **Barbara Gould Inc.,** both N. Y., appoint Lawrence C. Gumbinner Adv., same city.

The Siegler Corp., Centralia, Ill. (oil, gas space heaters), appoints Dancer-Fitzgerald-Sample Inc., Chicago.

Lee Hotels of Calif. (Hollywood Plaza, Hollywood; Beverly Carlton, Beverly Hills; Cavalier Hotel, West Los Angeles, and Hotel Laguna, Laguna Beach) names The Edwards Agency, L. A., as advertising counselors. Edward L. Koblitz, agency president, is account executive.

Air Force Reserve, Continental Air Command, Mitchell Air Force Base, N. Y., appoints Bozell & Jacobs Inc., same city, for its promotional account. Account involves about $275,000 during current fiscal year.

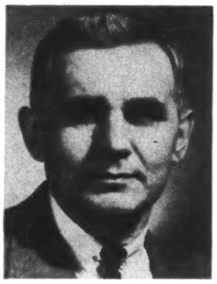
A&A PEOPLE

Robert F. Laws, head of his own Hollywood advertising agency and former (1949-52) sales manager, ABC-AM-TV Hollywood, to Hal Stebbins Inc., same city, as vice president and account supervisor.

MR. LAWS

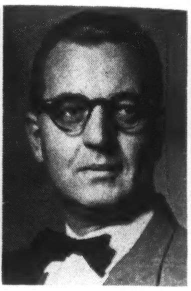
Paul S. Twichell, former assistant director, state publicity div., New York State Dept. of Commerce and, before that, president of Nolan & Twichell Adv., Albany, N. Y., to Dave Fris Adv., same city, as assistant to president.

Donald E. West, formerly in charge of merchandising activities, Ogilvy, Benson & Mather Inc., N. Y., to Rockwood & Co., Brooklyn, N. Y. (chocolate, cocoa products), as vice president in charge of marketing, consumer products division.


MR. WEST

Roland Martini, vice president in charge, New York office of Gardner Adv. Co., and **John H. Leach,** vice president-account group supervisor of St. Louis office, elected to board of directors. Re-elected to board were: President **Elmer G. Marshutz, Charles E. Claggett, Champ C. Humphrey, Beatrice Adams** and **William L. Spencer.**

MR. MARTINI


MR. LEACH

William H. Shriver Jr., formerly with radio-tv dept., VanSant, Dugdale Inc., Baltimore, named director of advertising, American Brewery Inc., same city.

Sol Hyman, art director, Biow-Beirn-Toigo Inc., N. Y., promoted to head art director and administrative head of art dept.

William W. Morgan, formerly with sales staff, KIOA Des Moines, Iowa, appointed general manager and account executive, Roger Johnson Adv. Inc., same city.

Edwin W. Williams, formerly creative executive, KSJO San Jose, Calif., to Gerth-Pacific Adv., S. F., as head of radio-tv.

Chester V. Cheek, formerly sales manager, Robert Monroe Productions Inc., N. Y., appointed motion picture div. sales manager, Michener & O'Connor Inc., Harrisburg, Pa.

MR. CHEEK

George Thomson, formerly with International Minerals & Chemical Corp., appointed assistant research manager, Waldie & Briggs Inc., Chicago.

James O'Neil Jr., formerly with Continental Baking Co., to Ted Bates & Co., N. Y., as an account assistant.

Dick Stevens, WCCO-TV Minneapolis, to Campbell-Mithun Adv. Agency, there, effective April 1.

George Rappaport, art director, Calkins & Holden, L. A., father of boy, Ross.

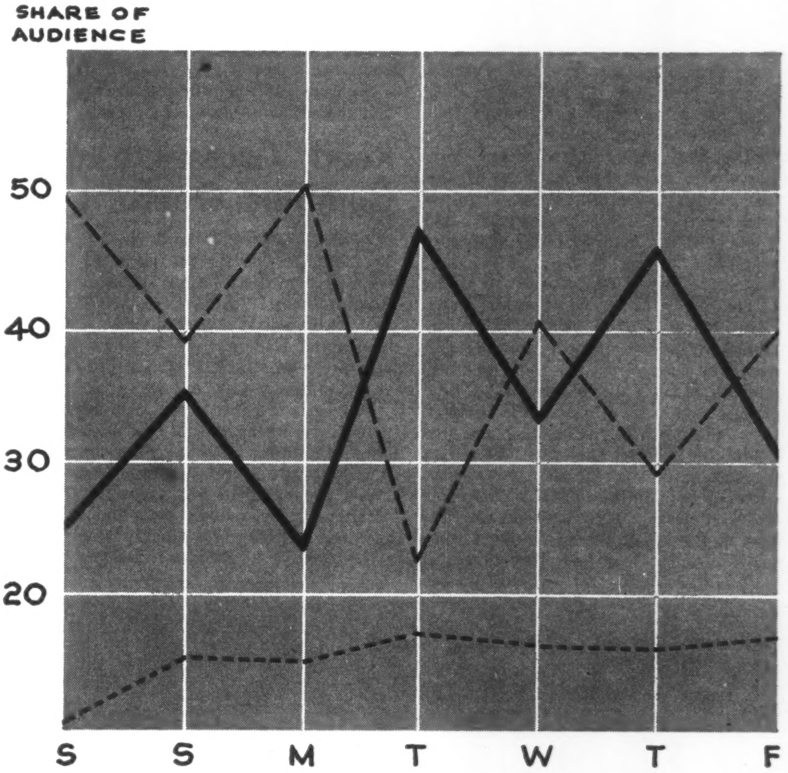
So there you are!

Star of the **PET MILK-ARMOUR GEORGE GOBEL SHOW.** (Not represented in these figures, but he'll be included in the next ARB Survey)

HERE'S HOW WTTV AND NBC-TV STACK UP IN THE INDIANAPOLIS AREA

Based on share of audience study for 91 night time quarter-hour NBC-TV periods in 42 counties surveyed by ARB*, January, 1955, WTTV Grade B.

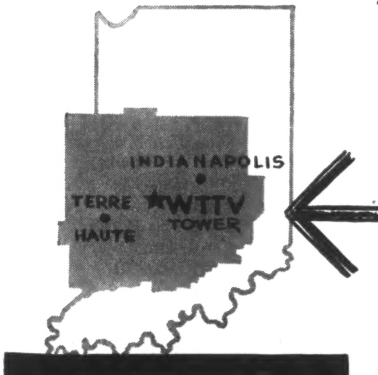
STATION WTTV-NBC ▬▬▬▬▬
STATION B — — — — — — — —
STATION C - - - - - - - - - - - - - - - -



SUNDAY-SATURDAY AVERAGE*

WTTV	STATION B	STATION C
34.9	38.9	15.5

Here's the area Surveyed



WTTV Television Serving Indianapolis, Terre Haute, Bloomington and ALL of the great HOOSIER HEARTLAND

WTTV channel 4

A SARKES TARZIAN STATION

BUSINESS OFFICE: Essex House, Indianapolis 6, Indiana
Represented Nationally by MEEKER TV, Inc.

MCA-TV TO HANDLE REPUBLIC BLOCK

Total of 123 feature films to be made available in agreement with Republic Pictures bringing another major film studio into the television field.

IN a transaction said to involve "the biggest contract of its kind in the history of television" —and marking the largest break to date in the front that major theatrical producers have put up against tv—the MCA-TV Film Syndication Division last week acquired world-wide tv distribution rights to 123 feature films which were produced originally at a reported cost of $23 million.

MCA-TV obtained the package from Republic Pictures Corp. The contract was signed in Hollywood last Tuesday by Herbert J. Yates, president of Republic Pictures, and Taft B. Schreiber, vice president of MCA-TV Ltd., and provides for a long-term agreement.

MCA-TV said the package constituted "the largest block of films ever released to television by a major studio from their backlog of pictures." Last month Guild Films Co. acquired from Motion Pictures for Television Inc. $13 million in tv exhibition contracts of 700 feature films [B•T, Feb. 7].

The package consists of 56 feature films, starring Gene Autry and 67 feature films, starring Roy Rogers. Each feature film has been re-edited for hour-long programming and each film will be seen on tv for the first time, according to an MCA-TV spokesman.

The sale climaxes a long legal battle between Republic and the cowboy stars, which reached the U. S. Supreme Court. The stars had sought to stop the release of such films to tv.

Well-known personalities appearing in these films in featured roles, MCA-TV said, include Noah Beery Jr., John Carradine, Dale Evans, Virginia Grey, Andy Devine, Jimmy Durante, Jack Holt, Raymond Hatton, Sterling Holloway, Ann Rutherford and Gale Storm.

The films distributed for television will have the original sound tracks and contain many of the nation's top western songs, according to MCA-TV. In many instances, it was pointed out, the songs were written expressly for the films.

Included in the films starring Gene Autry are "Melody Trail," "Sagebrush Troubador," "Singing Vagabond," "Red River Valley," "Comin' 'Round The Mountain" and "Guns and Guitars." The Roy Rogers films include "Under Western Stars," "Idaho," "King of The Cowboys," "Carson City Kid" and "Man from Music Mountain."

MCA-TV spokesman said that national, regional and local sales plans with respect to the films currently are being studied and will be announced shortly. He said the company is in the process of formulating an extensive advertising and promotion campaign.

Reed, Gross-Krasne Combine Operations

FORMATION of Roland Reed-Gross, Krasne Tv Commercials for the purpose of producing tv film commercials has been announced by Roland Reed Productions and Gross-Krasne Inc., Hollywood. The new firm's staff is headed by Roland Reed, Guy V. Thayer, his executive vice president, Jack J. Gross, Philip N. Krasne and Lee Savin, G-K executive vice president.

Headquartered at California Studios, Hollywood, the organization will be able to draw on all facilities, including nine stages, new editing, dubbing and insert installations. This equipment, according to Mr. Gross, will enable advertisers to see rough cuts and release prints of their films more quickly than heretofore. Additionally, a complete lab service will be maintained for making and distributing release prints for both national and spot tv commercials.

Designated a partnership, both Gross-Krasne and Roland Reed Productions will continue, independently, their present operations of tv program filming. G-K produces NBC-TV's *Big Town* and, in association with Rawlins-Grant, the syndicated *Mayor of the Town.* Upcoming are *Alias Jimmy Valentine* and *O. Henry Playhouse.* On the Reed production schedule are NBC-TV's *My Little Margie,* ABC-TV's *Stu Erwin Show,* syndicated *Rocky Jones, Space Ranger* and *Waterfront.*

STOPOVER contract signing aboard a Union Pacific Railroad car, for NBC Film Div.'s *His Honor, Homer Bell,* is negotiated by (l to r) James D. Farris, account executive, Caples Co., agency for the railroad; H. B. Northcott, general advertising manager of Union Pacific; Daniel M. Curtis, central sales manager of the NBC Film Div., and James Cottrell, WOW-TV Omaha account executive. Union Pacific will sponsor the half-hour film show in Seattle, Portland, Los Angeles and Omaha. The contract signing took place in Mr. Curtis' room on the Challenger Streamliner during a 10-minute stopover in Omaha.

Goldwyn-Pickford Hearing Opens in Long Beach Court

HEARING in the current litigation between Samuel Goldwyn and Mary Pickford over Goldwyn Studios got under way March 22 in Long Beach Superior Court with each party asking approximately $500,000. Mr. Goldwyn, 39/80ths owner of the property, asks $503,535 as the former star's share of studio operation and maintenance since 1949. Miss Pickford, 41/80ths owner of the studios, in a counterclaim asks $500,000 and an accounting of rentals, claiming all income since 1949 has gone to the producer.

Meanwhile, sealed bids on the 10-acre studio site must be in by next Monday (April 4) under an order signed by Superior Judge Paul Nourse [B•T, Feb. 21]. Both Miss Pickford and Mr. Goldwyn are expected to bid when the date for public auction is set.

Miss Pickford, if successful in acquiring the estimated $5 million property, is expected to enter tv film production.

'Looney Tunes' to KTLA (TV)

FIRST-RUN and exclusive rights to a package of 191 "Looney Tune" cartoons, originally produced by the late Leon Schlesinger for Warner Bros. Pictures at an estimated $6 million cost, have been purchased by KTLA (TV) Hollywood.

Contract with Guild Films, Hollywood, present package owners, gives KTLA exclusive rights for two years, with options.

Shellric Sets New Series

SHELLRIC Corp. has purchased a series of shows proposed for tv showing and titled *The Boy Who Changed the World,* Sid Caesar, NBC-TV star and president of Shellric, New York, has announced. The series will portray the boyhood of men who have made outstanding contributions in the arts and sciences.

Idea for the programs originated with a tv play of the same title by Joseph Schrank which was telecast last fall on *Studio One* (CBS-TV). That drama treated the early years of Thomas Edison. Mr. Schrank will serve as writing supervisor and script editor.

Manhattan Tv to Handle AAP

NEGOTIATIONS were completed last week under which the newly-formed Manhattan Television Co., Los Angeles, will handle tv film distribution of the entire film catalogue of Associated Artists Productions, New York, in the 11 western states of Arizona, California, Colorado, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington and New Mexico.

Transaction was arranged by Robert I.

REMEMBER the DIFFERENCE *between* Radio and Radio

Two radio stations in the same market can represent the difference between mediocrity and greatness. The big difference may be in facilities, or programming, or management . . . or in all these elements.

Quality reflects itself in audience acceptance. Great stations build huge and *responsive* audiences. They offer advertisers the *full* strength of an immensely influential and surprisingly economical medium.

The radio stations which we represent are great stations in important markets. The *quality* of their services has earned them significant leadership in public prestige. Naturally, they produce better *results.*

Let one of our experienced staff explain how the difference between radio and *great* radio applies to *your* problem.

THE HENRY I. CHRISTAL CO., INC.

NEW YORK — BOSTON — CHICAGO — DETROIT — SAN FRANCISCO

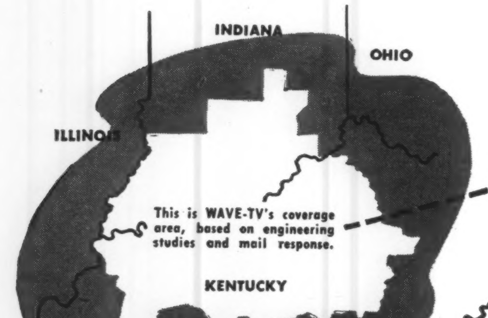
Representing Radio Stations Only

WBAL	Baltimore	(NBC)	*The Hearst Corp.*
WBEN	Buffalo	(CBS)	*Buffalo Evening News*
WGAR	Cleveland	(CBS)	*Peoples Broadcasting Corp.*
WJR	Detroit	(CBS)	*The Goodwill Station, Inc.*
WTIC	Hartford	(NBC)	*Travelers Broadcasting Service Corp.*
WDAF	Kansas City	(NBC)	*Kansas City Star*
KFI	Los Angeles	(NBC)	*Earle C. Anthony Inc.*
WHAS	Louisville	(CBS)	*Louisville Courier-Journal & Times*
WTMJ	Milwaukee	(NBC)	*Milwaukee Journal*
WGY	Schenectady	(NBC)	*General Electric Company*
WSYR	Syracuse	(NBC)	*Herald-Journal & Post-Standard*
WTAG	Worcester	(CBS)	*Worcester Telegram-Gazette*

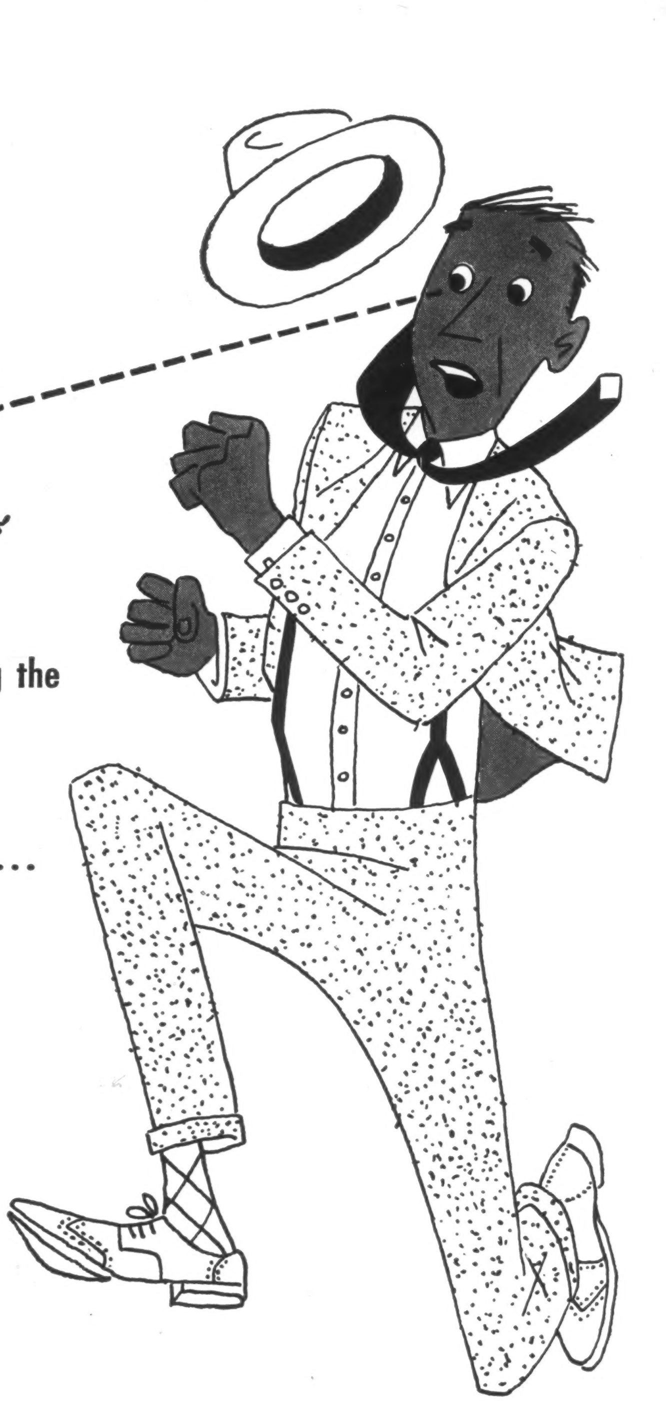
MARKET · MANAGEMENT · FACILITIES · PROGRAMMING · PUBLIC SERVICE

Measure of a Great Radio Station

DASHING?



This is WAVE-TV's coverage area, based on engineering studies and mail response.



If you're rushing hither and yon, seeking the biggest TV audience in Kentucky and Southern Indiana, use your head — prop a telephone against it and . . .

CALL YOUR REGIONAL DISTRIBUTORS!

Go ahead, talk with your jobber in Louisville . . .

. . . then in Evansville (101 air miles)

. . . then in Lexington (78 air miles)

Ask each, "What TV stations do you and your neighbors prefer?"

The calls will cost a few bucks, but you'll have the facts . . . and you can relax again!

WAVE-TV

CHANNEL **3** LOUISVILLE

FIRST IN KENTUCKY

Affiliated with NBC, ABC, DUMONT

NBC SPOT SALES

Exclusive National Representatives

Guild's Assembly Film

SPECIAL screening of an episode dealing with "horror" comics from Guild Films Co.'s *Confidential File* tv film series, was presented before 125 legislators of the New York State Assembly in Albany last Monday. The screening, believed to be unique in the history of the state body, was arranged by Assemblyman James A. Fitzpatrick of Plattsburg. The next day the assembly unanimously passed a bill, sponsored by Mr. Fitzpatrick, seeking to curb the sale of "horror" and sex comic books to minors. Lou Shainmark, vice president of Guild, reported that several assemblymen had requested the film for showing to women's groups in their communities.

Kronenberg, president of Manhattan Television, and Kenneth Hyman, AAP vice president. For the past several years, Mr. Kronenberg has been president of Manhattan Film International, theatrical film distributor in the West. Mr. Kronenberg reported that he is currently organizing a staff for his tv distribution company.

ZIV TELEVISION ADDS 11 ACCT. EXECUTIVES

Rifkin describes new personnel as part of firm's $9 million expenditure for production in 1955.

ELEVEN new account executives have been added to the sales staff of Ziv Television Programs Inc., New York, M. J. Rifkin, vice president in charge of sales, announced last week. Mr. Rifkin said the personnel additions were part of Ziv's expansion plans represented in the $9 million slated as a production budget for 1955.

New salesmen reporting to the western division sales force are William Andrews, Spence Fennell, and John Forsythe. Mr. Andrews was formerly with the KPTV (TV) Portland, Ore., sales staff. Before joining Ziv, Mr. Fennell was with the sales department of Medallion Productions. Mr. Forsythe was formerly with Rocket Productions, producer of sales training films.

William Dubois, Herbert Pierson, and Dan Bryan have joined Ziv's eastern sales division. Mr. Dubois was a sales executive with Atlas Tv. Prior to his Ziv association, Mr. Pierson was manager of WOIC Columbia, S. C. Mr. Bryan moves to Ziv from Guild Films, where he was a salesman in the Southeast territory.

Five account executives report to the midwestern sales division. They are: Roy McGuire, tv sales manager, WDSU-TV New Orleans; John J. Hawley, sales manager, KCEB-TV Tulsa; Paul Miles, sales representative for Brown & Bigelow, specialty advertising firm; James Delaney, advertising account executive with the *New York Herald-Tribune,* and Lynn Knox.

Mr. Rifkin also announced a number of changes within the organization. Jack Gregory has been named western spot sales manager. Jack Puter has been transferred to the Denver area and Art Breiter of Ziv's Cincinnati office moves to Los Angeles.

In the eastern sales division, Leon Ray and Jack Gainey have been named spot sales managers.

Livingston to Telenews Film As Executive Vice President

APPOINTMENT of Norman S. Livingston as executive vice president of Telenews Film Corp., New York, was announced last week by Robert K. Straus, president. Mr. Livingston will be in charge of the firm's planned expansion activities in tv programming, commercials, documentaries, government and industrial films of the wholly-owned subsidiary of Telenews Productions.

MR. LIVINGSTON

Previously, Mr. Livingston has worked in the motion picture, broadcasting and advertising fields. Before joining Telenews, he headed his own tv film production firm. He also has served as vice president of Edward Kletter Assoc. and Roy S. Durstine Inc. and was director of program operations at WOR-AM-TV New York.

At Telenews, Mr. Livingston will work directly with Charles N. Burris, general manager; Robert W. Schofield, executive producer; Leona Carney, script editor; Richard Milbauer, news editor, and A. Douglas Comeaux, assistant treasurer.

FILM PRODUCTION

Transfilm Inc., N. Y., has announced completion of production on series of 13 filmed commercials for Shulton Inc. (Old Spice) for use on *Paris Precinct.* The filmed series is said to be the first tv program to be sponsored by Shulton.

Parsonnet & Wheeler Inc., N. Y., producers of tv film commercials and programs has completed production of film commercial for American Beer Co. Stirling Wheeler, president, supervised production.

Charles Michelson Inc., N. Y., has completed 26 half-hour programs of *The New Adventures of Michael Shayne,* featuring Jeff Chandler and based on character created by Brett Halliday, and will place show on syndication market April 1.

FILM PEOPLE

Henry Traiman, editorial supervisor, Robert Lawrence Productions Inc. (tv film producer and packager), N. Y., elected a vice president.

MR. TRAIMAN

Bob Amsberry, children's program personality, KEX Portland, Ore., joins Walt Disney Enterprises, Hollywood.

Matthew Rapf and **Sidney Lumet** appointed producer and director, respectively, on *Frontier,* new tv series, represented by Ashley-Steiner Agency, New York, and produced by Worthington Minor Productions, which went into production fortnight ago.

NOW
YOUR BEST
KBET
CHANNEL
10 IN TV
SACRAMENTO
BASIC
CBS
The only VHF station in Sacramento. NOW . . . full coverage in the rich Sacramento and San Joaquin Valleys of California. 316 KW ERP. 2500 feet antenna elevation.
More than 300,000 receivers in A and B coverage.
SEE NEXT WEEK'S PAGE AD.
REPRESENTED NATIONALLY BY
H-R TELEVISION, INC.
NEW YORK CHICAGO HOLLYWOOD
SAN FRANCISCO DALLAS
ATLANTA HOUSTON

BMI
"Pin Up" Hit
IT MAY SOUND SILLY
McGUIRE SISTERS.......Coral
JOAN WEBER.......Columbia
IVORY JOE HUNTER....Atlantic
DOLORES GRAY........Decca
BILLY FARRELL......Mercury
PUBLISHED BY
PROGRESSIVE MUSIC PUB. CO.
BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 36
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

18 G-E EQUIPPED STATIONS TOTAL HIGHER MAXIMUM AUTHORIZED POWER THAN ALL OTHER TV STATIONS COMBINED!

Map at right shows number of stations in each Pacific Coast state now on the air with General Electric equipment.

FROM SEATTLE

HERE ARE THE REASONS FOR THE BIG SWING TO GENERAL ELECTRIC

RELIABILITY...Depend on G-E transmitters to keep you on the air *year after year*. In installations from coast to coast you find positive proof of the reliability of transmitters made by General Electric. Here is equipment of top precision quality, equipment that lives up to G.E.'s world-wide reputation for fine electrical products.

G-E LEADERSHIP IN DESIGN IMPROVEMENTS...G-E engineering constantly aims for and achieves top-notch transmitter design. Increased accessibility saving time for the station engineer ...extended tube life...block-building design for easy, economical addition of new amplifiers when higher power is authorized...and provision in the transmitter for convenient conversion to color at minimum cost!

METICULOUS QUALITY CONTROL along the production line *plus careful checking of every transmitter at FULL POWER before shipment.* Every control circuit is tested...and complete color TV tests are made.

ROCK-BOTTOM INSTALLATION COSTS stem from careful G-E planning of each step...to save time and labor costs for your installation.

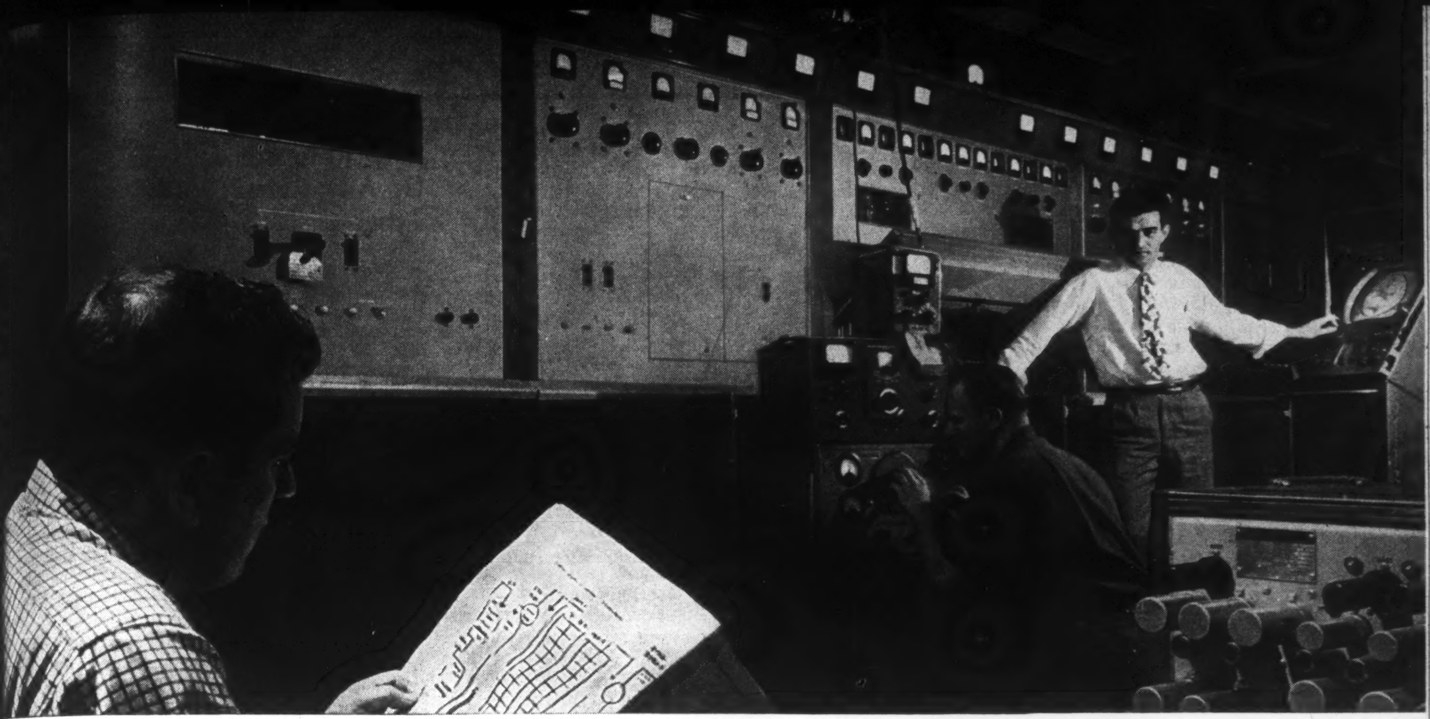
THOROUGH PRODUCT SERVICE...Then the G-E engineering staff follows through, during and after installation to assure completely satisfactory performance.

1. A general inspection of the customer's installation to determine that it has been made in accordance with good engineering practices.
2. Alignment of the equipment for proper operation.
3. General evaluation, without proof of performance, that the equipment operation is as it was designed to be.
4. Instruction of Purchaser's personnel in proper operation and maintenance.

LOW MAINTENANCE COST...Long-life tubes and other components minimize replacement needs. Reduce labor hours required to check tubes.

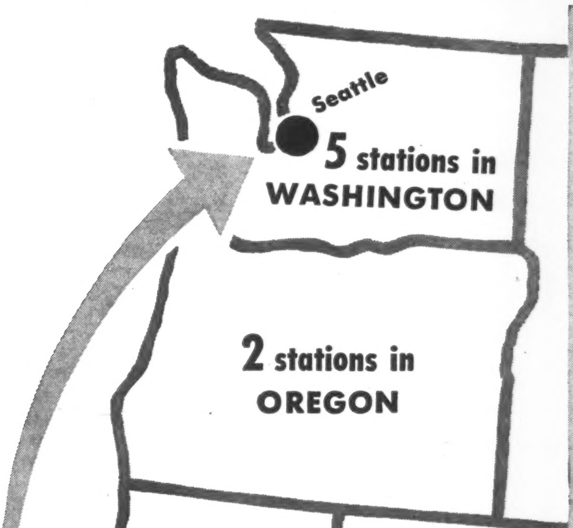
* * *

Get the complete facts on our comprehensive transmitter product line. Write, wire, or phone your nearest field sales representative. *General Electric Co., Broadcast Equipment, Section X235-28, Electronics Park, Syracuse, N.Y.* In Canada, write: *C.G.E. Electronics, 830 Lansdowne Ave., Toronto.*



Engineers factory-test a transmitter before shipment.

TO SAN DIEGO


Seattle
5 stations in WASHINGTON
2 stations in OREGON
11 stations in CALIFORNIA
San Diego

Progress Is Our Most Important Product

GENERAL ELECTRIC

COMPLETE TELEVISION EQUIPMENT

for VHF and UHF...for Black & White plus Color TV

★

TRANSMITTERS

powered from 100 watts to 100 KW

★

ANTENNAS

to fit every gain and pattern requirement—helical and batwing types

★

STUDIO EQUIPMENT

for complete audio and video facilities

★

PORTABLE EQUIPMENT

to handle all remote services

NCAA GRID PLAN VOTED 193 TO 27

LESS than 24 hours before a scheduled meeting of its tv committee with network, agency and advertiser representatives in New York, the NCAA last Thursday announced membership approval, in a mail referendum vote of 193-27, of a combination compromise national-regional football tv program for 1955 [B•T, March 21].

The committee was slated to meet in New York Friday and Saturday to weigh bids for a network schedule of eight national football telecasts under a plan drafted by the committee. The Big Ten, which fought NCAA's past restrictive national "Game of the Week" policy in favor of a liberalized regional plan, indicated Thursday it will hold off on selling a Western Conference regional package of five games to a prospective sponsor or sponsors until NCAA adopts a national schedule.

Opposition to the National Collegiate Athletic Assn. 1955 tv football plan was expressed earlier last week by the Pacific Coast Conference, which revealed that it had voted against the plan in mail balloting of NCAA members which ended last Monday.

A statement issued by PCC Comr. Victor Schmidt in Los Angeles announced:

"The Conference has decided to cast a negative vote, but intends to see if the plan is adopted by the NCAA membership before deciding to what extent, if any, Pacific Coast Conference members may participate in it."

While the plan adopted by NCAA tv committee contained some elements of regional game telecasting under national control, as proposed by the PCC, it did not measure up to what the Conference had asked, Mr. Schmidt observed.

He further emphasized that the negative vote cast last week was that of the Conference alone, and that the PCC member colleges and universities had also cast individual ballots on the issue.

SDX Committee Appointments Include Many From Radio-Tv

BROADCASTERS figure prominently in the appointment of national committees to wage the primary activities of Sigma Delta Chi in 1955. The appointments were announced last week by the professional journalistic fraternity in Chicago through Alden C. Waite, president of Southern California Associated Newspapers.

Among the broadcasters named to the committee on historic sites in journalism were Spencer Allen, WGN Chicago; Robert E. Tripp, WFAA Dallas; Joseph Hainline, WJR Detroit; Tom Whalen, WBAP-TV Fort Worth; Jack Krueger, WTMJ-AM-TV Milwaukee; Lyell Bremser, KFAB Omaha, and Victor A. Sholis, WHAS Louisville.

Sol Taishoff, editor and publisher of B•T, was appointed chairman of a committee to study possible broadcasting awards for undergraduates. The committee includes William Ray, news director, NBC Central Div., and Richard B. Hull, director of WOI-TV Ames, Iowa. Mr. Taishoff also was selected as a member of SDX's Ways and Means Committee, headed by Bernard Kilgore, president of the *Wall St. Journal.*

The new Advancement of Freedom of Information Committee is being chairmanned by V. M. Newton Jr., managing editor of the *Tampa,* (Fla.) *Tribune,* and is instructed to take an "active, aggressive leadership" in the fight to eliminate "press barriers."

Among state chairmen, who will represent the national president, those named included Russell C. Tornabene, NBC, for Washington, D. C., William G. Kelly, KXLO Lewistown, for Montana, and William E. Drips, KOIN Portland, for Oregon.

Other units set up were for Honor Awards, Professional Chapter Program, Undergraduate Chapter Program, Journalistic Research, 50th Anniversary, Public Relations, Standardized Visitation Form, Ethics and News Objectivity, and Fellows Nominating.

Bogart Elected Chairman Of AAAA Chicago Council

GEORGE B. BOGART, accounts supervisor at Calkins & Holden, was elected chairman of the Chicago Council of the American Assn. of Advertising Agencies at a membership meeting there March 18. He succeeds James G. Cominos, vice president and radio-tv director at Needham, Louis & Brorby Inc.

Elected with Mr. Bogart, a founding governor of the council and heretofore vice chairman, were Norman D. Buehling, president of Fensholt Adv. Agency, as vice chairman, and W. Scott Leonard, vice president of Young & Rubicam, as secretary-treasurer. Other board members are Thomas H. Wason, J. Walter Thompson Co.; Larry Wherry, Wherry, Baker & Tilden; Richard Hobson, Buchen Co.; Paul C. Harper, Needham, Louis & Brorby, and William A. Marsteller, Marsteller, Rickard, Gebhardt & Reed.

NEW chairman of the Chicago Council of the AAAA, George B. Bogart (l), accepts organization records from James G. Cominos, past chairman of the council.

Ad Club Sound Camera Ban Draws Trade Assn. Protest

PROTEST was lodged last week by the Radio-Newsreel-Television Working Press Assn. of New York against an action of the Advertising Club of New York, which barred television and newsreel sound coverage of a speech at the club by U. S. Secretary of State John Foster Dulles.

In a letter to George Phillips, president of the club, Larry Racies, chairman of the board of governors of the association, pointed out that other news media had been granted access to the club last Monday when Mr. Dulles gave his talk. Mr. Racies declared that it "seems incredible that an organization dedicated to the transmission of ideas to the American public should be guilty of permitting such action."

Mr. Racies, in his letter, blamed Charles C. Green, manager of the club, for barring newsreel and tv sound cameras. He wrote that he had been advised by representatives of several theatrical and television newsreel organizations that Mr. Green had advised them that only individuals with hand-held silent cameras would be permitted into the room.

RAB Releases Digest Of ARF-Politz Study

RADIO Advertising Bureau last week started to circulate to 6,000 executives of advertising agencies and advertisers an 18-page, illustrated digest of last year's 120-page Advertising Research Foundation-Politz study on the number and location of household and automobile radio sets.

Titled "They All Have Radios," the RAB report contains 24 charts. The ARF-Politz national survey was underwritten jointly by NBC Radio, CBS Radio, Mutual, ABC Radio and RAB.

The RAB digest emphasizes that the 1954 study found there are "75 million radios just around the house—25,320,000 in living rooms, 21,560,000 in bedrooms, 16,100,000 in kitchens, 4,390,000 in dining rooms, 1,450,000 in dens and studios, 5,920,000 in miscellaneous locations."

Other data from the study included in the report: radio has a "long lead" over tv, particularly in the South and West, with 90.8% of all households in the South having radios in working order as compared with 44.4% for tv, and 94.9% of households in the West having radios as against 50.8% for tv; "excellent coverage of radio for all sizes of families—families with two to six or more persons are being covered by radio in 95.1% to 96.3% of the cases," with comparative figures for tv ranging from 52.3% to 70.7%; the "deep penetration of radio" of the more than 18 million families who live outside of metropolitan areas.

"One reason so many television homes own radios," the RAB study declares, "is that there are so many places where radio and television do not compete for people's attention. There are only 14 million places—mostly living rooms—where radio and television are in the same room. But in 97 million other places there is only radio."

TvB Board Meets in N. Y.; Nielsen Pact Announced

TELEVISION Bureau of Advertising, New York, last Friday entertained 34 advertising agency executives at a luncheon at Club 21, New York. The luncheon was the climax of a two-day meeting of TvB's board of directors. At the meeting, Oliver Treyz, president of TvB, announced that the organization had signed a contract with the A. C. Nielsen Co. for "important marketing research studies."

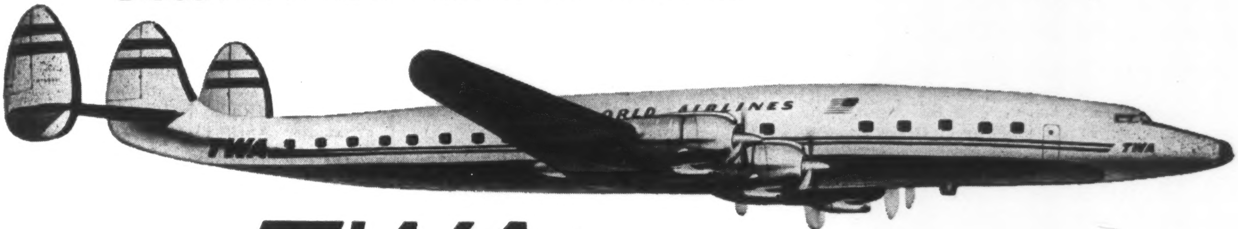
He pointed out that TvB was "the first sales bureau representing any advertising medium to engage the services of Nielsen for special surveys in the measurement media." As a result of the agreement, TvB will be in a position to go to prospects with marketing facts pertaining to the commodities involved.

Northern N. J. AWRT Formed

A NORTHERN New Jersey Chapter of the American Women in Radio & Television has been organized by N. J. State Chairman Helen Sutton, WVNJ Newark. Miss Sutton is trying to form a Southern N. J. Chapter.

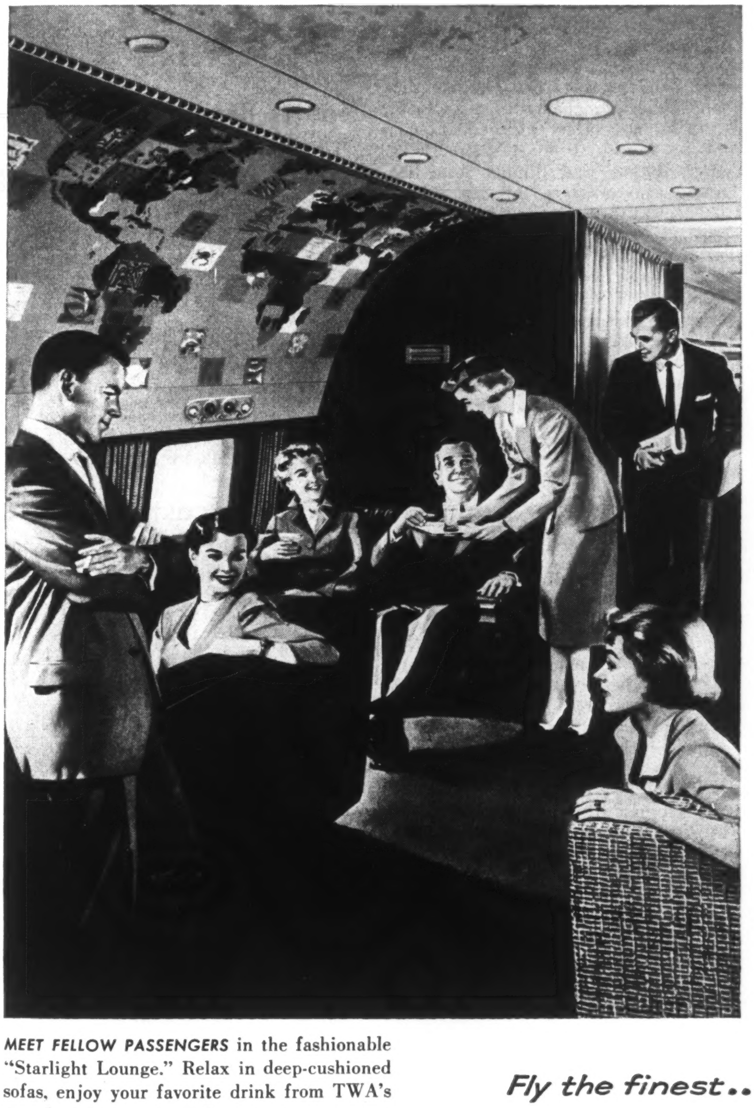
Officers of the northern group are: Betty Butterfield, WATV (TV) Newark, president; Molly Lytle Kay, writer-broadcaster, first vice president; Maggie Bartel, *New York News,* second vice president; Esther Untermann, Newark Civil Defense Council, secretary; Beatrice Kirby, WTTM Trenton, treasurer; Esther Donner, Staffer-Simon Inc., and Bertell C. Wright Essex County Tuberculosis League, directors.

DISCOVER A NEW HIGH IN AIR TRAVEL...



TWA's great new SUPER-G CONSTELLATIONS

LARGEST MOST LUXURIOUS AIRLINERS IN THE SKIES TODAY!



MEET FELLOW PASSENGERS in the fashionable "Starlight Lounge." Relax in deep-cushioned sofas, enjoy your favorite drink from TWA's complete beverage service at no extra cost.

Created by Lockheed especially for TWA!

Powered by Curtiss-Wright's newest Turbo-compound engines!

Interiors by Henry Dreyfuss, world-famous designer!

Here's a combination of unsurpassed luxury and outstanding speed never before dreamed possible—TWA's new Super-G Constellation!

There's a richly decorated lounge for pleasant conversation; four spacious cabins; extra-large lean-back chairs, and many other luxurious features. At mealtime you'll be delighted by each course of a delicious de luxe dinner. And any time at all you can enjoy your favorite drink—champagne, scotch, bourbon, or cocktails, all complimentary, of course.

Now operating non-stop between New York and Los Angeles, Super-G service will soon be extended to key cities coast to coast. Be among the first to try the incomparable new TWA Super-G Constellations.

For reservations, see your TWA travel agent, or call TWA, Trans World Airlines:

Fly the finest... **FLY TWA**

TRANS WORLD AIRLINES

U.S.A.·EUROPE·AFRICA·ASIA

Fellows Takes Swings At Broadcast Censorship

NARTB President Harold E. Fellows has charged the New York State government, the U. S. House of Representatives and the American Bar Assn. with "assaults" upon the freedom to broadcast.

In an address before the Northeastern U. Convocation in Boston, Mr. Fellows said the "most complex among the problems . . . of mass communications has been . . . informing the people fairly, frequently and in the absence of the odious and heavy hand of censorship."

Mr. Fellows referred to the New York State ban against radio-tv at public hearings, a similar ban in the House of Representatives and the ABA's Canon 35 against the presence of radio-tv at courtroom proceedings.

In his talk, titled "The Freedom Switch," Mr. Fellows warned that since the government licenses radio and tv, "those who regulate and govern may usurp the very liberties which are established in the charter of this nation."

He added: "There have been frequent excursions by governmental authority into the program content of broadcasting. There have been various instances where such authority has said there is too much advertising on radio, too little public service, or in other fashions attempted to influence the content of broadcasting, a pursuit not authorized in the Communications Act which establishes the procedures for licensing."

Deadline Near in RAB Radio Success Contest

RADIO Advertising Bureau, New York, is accepting until Thursday entries from its member stations in RAB's annual "Radio Gets Results" contest based on 1954 success stories reported by stations for their radio advertisers. Details of the contest were announced by Kevin Sweeney, RAB president.

Mr. Sweeney said that prizes will be awarded in a variety of advertiser classifications. The fields covered are: apparel; appliances; amusements; automotive, department, dry goods and variety stores; drug stores and drug products; furniture and floor covering dealers; financial; grocery stores; grocery products; housing materials and supplies; specialized services, and miscellaneous.

A three-color brochure with complete details of the contest has been mailed to RAB member stations, Mr. Sweeney said. The brochure stresses that radio results for advertisers—not size of market or size of station—provide the basis on which an entry will be judged. The station may submit as many success stories as it desires.

All entries should be addressed to RAB headquarters, 270 Park Ave., New York 17.

Tennessee Group to Hear Lee

FCC COMR. Robert E. Lee will address the annual Tennessee Assn. of Broadcasters-BMI meeting to be held March 28 at the Andrew Jackson Hotel, Memphis. Henry W. Slavick, WMC-WMCT (TV) Memphis, is TAB president. Participants in a clinic will include Grover C. Cobb, KVGB Great Bend, Kan.; Polly Daffron, WNRL Richmond, Va.; Arthur C. Schofield, Storer Broadcasting Co.; Clay Cline, WJZM Clarksville, Tenn.; Leslie Brooks, WTJS Jackson, Tenn., and Carl Haverlin, BMI president. TAB will hold a business meeting following the clinic.

RAB Goes 'Down Under'

RADIO ADVERTISING BUREAU assumed a more pronounced international flavor when the MacQuarie Broadcasting Service became the first Australian radio broadcasting group to join the association. Arch L. Madsen, RAB director of member service, announced that nine U. S. radio stations also have been added to the member station list. They are: KWRN Reno, Nev.; WAPX Montgomery, Ala.; WIBC Indianapolis; WMAL Washington; KVLH Pauls Valley, Okla.; WCTA Andalusia, Ala.; WCUM Cumberland, Md.; WDKN Dickson, Tenn., and WGEA Geneva, Ala.

Libel Suit Protection Dominates Illinois Meet

PROTECTION for broadcasters on civil libel suits and the soundness and effectiveness of radio as a medium dominated discussions of the Illinois Broadcasters Assn., meeting last Thursday in Springfield, Ill.

Talks were delivered by Chet Thomas, vice president and general manager of KXOK St. Louis, on the subject, "How Independent Can We Be?"; Fred Palmer, Fred A. Palmer Co., radio sales consultant, and Illinois State Sen. George Drach, who discussed his current bill designed to protect broadcasters against civil libel in connection with defamatory statements by political candidates.

Roundtable discussions, under chairmanship of Leslie Johnson, WHBF-AM-TV Rock Island, included these broadcasters: Shaun Murphy WTVP (TV) Decatur; Harold L. Dewing, WRVS Springfield; Robert Burow, WDAN Danville; Milton Friedland, WICS (TV) Springfield; Marvin Hult, WMBD Peoria; Ollie Keller, WTAX Springfield; Gordon Sherman, WMAY Springfield; Joseph Bonansinga, WGEM-AM-TV Quincy, and Ray Livesay, WLBH Mattoon.

NARTB's Fellows to Address AWRT Meeting May 5-8

NARTB President Harold E. Fellows will address the American Women in Radio & Television convention to be held in Chicago May 5-8. Over 500 women broadcasters, executives and other personnel are expected to attend the four-day workshop and panel sessions at the Drake Hotel. The program is designed to improve salability of women's programs.

Mr. Fellows is slated to speak along with Mrs. Oveta Culp Hobby, Secretary of Health, Education & Welfare; Bea Adams, St. Louis, "Advertising Woman of the Year," and Mrs. Mildred McAfee Horton, former president of Wellesley College and commander of the WAVES during World War II. Jane Dalton, WSPA Spartanburg, S. C., AWRT president, will preside at a dinner opening the convention May 5. Judith Waller, NBC Central Div., will introduce speakers.

Hawaii Group Elects Burnett

JACK BURNETT, general manager of KULA-AM-TV Honolulu, has been elected president of the Hawaiian Assn. of Radio & Television Broadcasters. Mr. Burnett had served as first president of the association when it was organized three years ago. Harry Chu, KAHU Waipahu, Oahu, was elected vice president and Fin Hollinger, KPOA Honolulu, secretary-treasurer.

Cincinnati IRE Section Schedules April 15-16 Meet

NINTH annual Spring Television Conference sponsored by the Cincinnati section of the Institute of Radio Engineers Inc. will be held in that city April 15-16 in cooperation with the Professional Group on Broadcast & Tv Receivers.

Technical papers will be delivered during the Saturday (April 16) morning (9:30-noon) and afternoon (2-4:30) sessions and will include:

Morning

"Selectivity & Transient Response Synthesis," R. W. Sonnenfeldt, RCA; "A Color Projection Receiver," W. F. Bailey and R. P. Burr, Hazeltine Corp.; "A Transistor Sub-Carrier for Color Receivers," L. J. Kabell and W. E. Evans, Stanford Research Institute, and "Differential Phase & Gain Measurements in Color Tv Systems," H. P. Kelly, Bell Telephone Labs.

Afternoon

"Operational Tests for Color Tv," E. E. Gloystein, RCA; "Light Amplification," Dr. P. E. Pashler, GE Research Lab; "Waveforms & Spectra of Composite Video Signals," J. B. Chatten, R. G. Clapp and D. G. Fink, Philco Corp.; "Uhf Tv Satellite Operation," J. Grund and J. S. Allen, Sylvania Electric Products Inc., and "Uhf Tuner Local Oscillator Radiation," V. Mukai, F. W. Sickles Div., General Instrument Corp.

John F. Jordan and Lewis M. Clement will moderate the morning and afternoon sessions, respectively.

Sports Broadcasters Assn. Appoints Committee Members

APPOINTMENT of seven members of a newly-created advisory committee of the Sports Broadcasters Assn. has been announced by Don Dunphy, president.

Members of the committee are Mel Allen, Red Barber, Bryan Field, Russ Hodges, Jimmy Powers, Bill Stern and Sam Taub, all sportscasters, and Jimmy Dolan, sports director of DuMont.

Mr. Dunphy also reappointed John Derr, CBS sports director, as chairman of the membership committee. Other committee members are Chris Schenkel of DuMont, Bob Finnegan of ABC, Jack Dillon of NBC-TV and Nat Asch, sports director of WMGM New York.

The welfare committee will be headed by Charles Morey, AP Radio sports editor, assisted by Dean Miller, sports editor of UP Radio, and Bill Hickey, CBS-TV sportscaster.

Pa. Broadcasters to Meet

SPRING meeting of the Pennsylvania Assn. of Broadcasters will be held April 28-29 at the Bedford Springs Hotel, Bedford, with Harold E. Fellows, NARTB president, as a speaker. Others on the program include Richard P. Doherty, consultant; FCC Comr. John C. Doerfer, and Gov. George M. Leader of Pennsylvania.

TRADE ASSN. PEOPLE

Hilda Rayfield, national spot sales manager, KABC Hollywood, and **Virginia West**, publicist, ABC Radio there, elected president and corresponding secretary respectively, Cinema City Business & Professional Women's Club, Hollywood.

H. Needham Smith, sales manager, WTRF-TV Wheeling, W. Va., named president, Wheeling Ad Club; **William Greaver,** promotion director, WTRX Bellaire, Ohio, named vice president.

Bob Fouts, sports director, KOVR (TV) Stockton, Calif., elected president, Northern California Basketball Writers & Broadcasters Assn.

Lyle Bond, sportscaster, KHJ-TV Hollywood, elected vice president, Southern California Basketball Writers & Broadcasters Assn.

William J. O'Meara, casualty advertising manager, Aetna Affiliated Companies, Hartford, Conn., appointed chairman, Hartford Adv. Club awards project.

You Might Cycle Coast to Coast in 14½ Days—*

BUT . . . YOU NEED WJEF RADIO TO COVER GROUND IN GRAND RAPIDS!

CONLAN RADIO REPORT
METROPOLITAN GRAND RAPIDS
NOVEMBER, 1953

	Morning	Afternoon	Night
WJEF	29.6%	30.8%	33.1%
B	26.3	22.8	28.6
Others	44.1	46.4	28.3

WJEF is the "big wheel" for radio in Metropolitan Grand Rapids—which is Western Michigan's big wheel *market.*

There are 116,870 radio homes within the Metropolitan Grand Rapids area. Conlan figures, left, show that WJEF gets 12.6% more morning listeners than the next station—25.2% more afternoon listeners—9.6% more evening listeners. And WJEF costs less, ALL the time!

AM—TV—FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

WJEF

CBS RADIO FOR GRAND RAPIDS AND KENT COUNTY

Avery-Knodel, Inc., Exclusive National Representatives

** Corporal Donald Mainland, U.S.M.C., cycled from Santa Monica to New York in 14½ days in May, 1953.*

FUNCTIONAL FM OPERATIONS AUTHORIZED BY COMMISSION

Effective May 2 fm stations may begin functional music or other secondary programming via multiplex. For a year, simplex transmission may be used in hours other than new 36-hour weekly minimum set for regular programming to public. 'Subsidiary communication authorizations' must be obtained.

IN AN EFFORT to breathe new life into fm broadcasting and open new horizons to radio for business development, FCC last week authorized functional music and related "subsidiary" services by fm stations on both a simplex (for one year only) and multiplex basis, effective May 2 [CLOSED CIRCUIT, March 21].

FCC opened the door once more to fm transitcasting, but this time on a local option basis subject to interpretation and regulation by local public utility commissions.

Since the Commission majority refused to recognize functional music operation as "broadcasting" within the meaning of the Communications Act, FCC will license each specific subsidiary service through the issuance of a "subsidiary communications authorization," dubbed an SCA.

SCAs will be given fm broadcasters who—in addition to airing a newly established minimum of 36 hours weekly of regular program service to the public—wish to simplex or multiplex functional music, news, time, weather or related subsidiary program material to specific "customers" having special receivers tuned for their service.

Outside of the 36-hour weekly minimum established for regular program operation (five hours daily in the period 6 a.m. to 12 midnight), fm stations can simplex functional music programs for a year since multiplex equipment is not immediately available, the report indicated.

FCC said both multiplex transmitting and receiving equipment will be available "within a relatively brief period," basing its estimate on comments by Multiplex Development Corp., Crosby Labs. Inc., Field Enterprises Inc. and W. G. H. Finch's WGHF (FM) New York, among others.

Stations now engaged in "unauthorized" functional music operations will be given 60 days after May 2 to file applications for an SCA to cover their respective operation, FCC said. About 20 outlets have been engaged in functional music programming since 1948, it was estimated.

Although the Commission report did not specify how many subsidiary program services might be multiplexed into the primary program signal of a given fm station under the SCA policy, Commission representatives told B•T last week they estimated three additional good quality program services probably could be accommodated within the technical specification set forth in the report.

A larger number of subsidiary services of lesser grade, such as purely voice channels, also might be accomplished, it was believed. Facsimile also would be allowed, it was noted, but this type of service already was authorized in FCC's rules, Sec. 3.266.

Practical application of the Commission policy was projected to mean an fm station might broadcast its regular balanced schedule of programs for the public and in addition gain added revenue through commercial exploitation of three multiplexed, subsidiary services.

For instance, it was hypothecated, the three multiplexed programs might be functional music services for different purposes, each including its own schedule of commercials, news, time and weather or other material in addition to music. The first multiplexed service could be planned for chain grocery stores with commercial spots for various national brands of food. By using supersonic "beep" tones to trigger specific receivers, additional commercials could be selected for airing only in A&P markets, others citing the day's specials in the Safeway stores, etc.

The second multiplex service might be designed for background music in restaurants, hotels, banks or factories, while the third multiplex service could include voice or facsimile programs of weather data, news or similar information desired by special clients.

The subsidiary program material will have to relate to program content of an entertainment or informational character as usually conceived, FCC indicated, and may not compete with services now available to the public through common carrier or other licensed radio operations. Taxi dispatching or doctor paging, FCC noted, would not be allowed as an auxiliary fm service since they already are provided by other radio operations.

Technical Specifications

TECHNICAL specifications for multiplex operation by fm stations pursuant to the FCC's new policy were loosely drawn in the final report, Commission spokesmen said, to allow full development of the art.

The report concluded "the present operating and performance requirements for the main channel should not be changed except to permit a reduction of approximately 3 db in the program level. It is also concluded that operating parameters for sub-channels should not be rigidly specified."

Limitations decided for sub-channels included:

(a) Frequency modulation for subcarrier shall be used. (b) The instantaneous frequency of the subcarriers shall at all times lie within the range of 20 to 75 kc. (c) The arithmetic sum of the modulation of the main carrier by the subcarriers shall not exceed 30%. (d) The total modulation of the main carrier, including the subcarriers, shall meet the requirements of Sec. 3.268 (modulation specifications). (e) Frequency modulation of the main carrier caused by the subcarrier operation shall, in the frequency range 50 to 15,000 cycles, be at least 60 db below 100% modulation.

Continuous stock market quotation service for business firms was described as posing a borderline case for fm stations, FCC said, since Western Union already provides the service on a common carrier basis. Functional fm operations may not acquire common carrier status, FCC said.

FCC's rules on political broadcasts and controversial issues (equal time for opposition views) will apply to subsidiary programs whether multiplexed or simplexed, the report said. Announcement of sponsorship or identification of mechanical records, however, will apply only to simplex operation, the report indicated, although such announcements can be cut out from reception on the special functional music receivers through use of supersonic "beep" signals.

One important feature of financial and legal interest to fm broadcasters, it was pointed out, lies in the Commission's interpretation that the subsidiary services are not broadcasting. As a result, such programs may fall under Sec. 605 of the Act prohibiting interception of private or nonbroadcast communications, thereby enabling fm broadcasters to stop pirating of their functional music shows by commercial establishments which do not pay for the service.

"Although we have considered the application of Sec. 605 in this matter," the FCC report said, "we wish to note that the question of the applicability of this section will, in all probability, be determined by court actions. However, it is our opinion that Sec. 605 would be contravened by the unauthorized reception of the fm signal only when such signal is being transmitted only for reception by the special interests of the industrial, mercantile, transportation or other subscribers without any *intention* of reception by the general public."

FCC cautioned that the SCA will be issued only to duly authorized fm stations (under license or permit) and may not be transferred or assigned unless the station license or permit itself is transferred.

Fm stations will have to win renewals of their licenses solely on the basis of a showing that their regular programs are balanced, FCC said. An fm station's original grant or renewal "cannot be promoted by the SCA operation,"

REPORT TO THE INDUSTRY:

Results of the balloting of the leaders of the National Audience Board Inc., identified with 22 civic and cultural organizations, after a special studio preview of **"DAVY CROCKETT AT THE ALAMO"** at the invitation of Walt Disney and after the public screening over ABC-TV:

"Excellent Entertainment for the Entire Family. Historically Instructive."

NATIONAL AUDIENCE BOARD INC.
Peter Goelet, President
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- ✓ **105 counties in the .5 Millivolt area of KENS**
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50,000 WATTS
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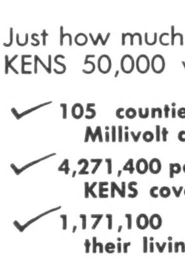

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BEST . . . buy morning,
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the report warned, pointing out "the licensee must establish that its broadcast operation is in the public interest, wholly apart from the SCA."

Adopted by a Commission majority March 16 and released Tuesday, the report is based on a proposal first issued Dec. 31, 1953. The final report was approved by Chairman George C. McConnaughey and Comrs. Rosel H. Hyde, Robert E. Lee and Robert T. Bartley. Comr. Frieda B. Hennock did not participate. Partial dissents were written by Comrs. John C. Doerfer and E. M. Webster.

Comr. Doerfer took issue with the majority's conclusion that the functional music-type service is not "broadcasting" within the meaning of the Act. He pointed out that the functional music programs have wide popular audiences via home receivers in addition to the special functional music customers of the particular stations.

Comr. Doerfer felt "the deletion of announcements by supersonic signals does not convert functional music transmission into a non-broadcasting service, and that the other criteria applicable to programming in the public interest can be tailored to comply with the basic requirements of a broadcast licensee's responsibilities."

Comr. Webster believed the Commission's effort to help fm broadcasters through allowing new sources of revenue actually will result in overemphasis upon the subsidiary program. He thought "nonbroadcast operations over fm channels on a multiplex basis will foster the growth of fm broadcasting only if the licensees are required to broadcast simultaneously with their nonbroadcast activities from 6 a.m. to 12 midnight, retaining the 36-hour minimum requirement."

Effect Would Be Reallocation

He suggested the practical effect would be a "reallocation" of the fm band to subsidiary services without opportunity of public hearing for all interested groups.

In concluding functional music-type service is not broadcasting, the FCC majority reasoned that "the functional music operator has no objection to and indeed, probably desires the reception of his transmissions by the general public in addition to the special places primarily involved. But as demonstrated by the format adopted and apparently the station's source of revenues, the service directed to the special points or subscribers would clearly appear to be the key to the overall operation.

"A background music or storecast operation employing telephone wires is concededly providing an industrial point-to-point service; we cannot conclude that the essential nature of such an operation is changed because of the use of radio transmissions.

"It is our view that the operation—insofar as the programming is directed to the special interests of the industrial, mercantile, transportation, or other subscribers and is not primarily intended for reception by the general public—must be characterized as *predominantly* nonbroadcast in nature. The fact that a large portion of these transmissions—including most of the program material—may be received by the general public on home receivers as an incidental by-product of the primary intent of the transmissions does not change this rationale.

"The argument that these are specialized services similar to a 'good music' service does not withstand scrutiny. For to sustain this, a showing would have to be made in each case that the functional music station was meeting some specific local demand in a community having several broadcast services."

Concerning fm's need of a financial boost, the report concluded "the basic idea behind the outstanding proposal is sound and should be adopted."

In reaching this conclusion, FCC said, "we reject the contentions made by the National Committee for Utilities Radio, Central Committee on Radio Facilities of the American Petroleum Institute, the U. S. Independent Telephone Assn. and Storer Broadcasting Co. These parties contend that the proposals in effect constitute a reallocation of the fm band to non-broadcast services."

FCC discounted Storer's fear that the fm policy would be an opening wedge to converting all broadcast bands to non-broadcast uses, such as subscription radio or tv. The Commission said these issues are pending in a separate proceeding.

Concerning the issue of "forced listening" involved in fm transitcasting operations, the report said the problem "stems from the necessity of the public to patronize monopolistic transportation facilities. In every situation, therefore, there is either a regulatory body established to supervise the activities of the transportation company or the latter is municipally-owned and regulated directly by the community legislative council.

Agencies in Better Contact

"We believe such regulatory agencies are in closer contact with the situation and, therefore, can better decide the policy questions involved. Thus, it is conceivable in a small community to have a survey or referendum vote which reveals overwhelming or total support of a transitcasting operation: In such a situation, it is difficult to see how a broad rule of this Commission proscribing such an operation could be justified."

The report indicated FCC does not intend to prevent fm stations from making agreements with others to install and maintain functional music equipment, engage in sales promotion or supply record libraries. "What is intended," the report explained, is that the licensee maintain continuous control over all the material transmitted . . . All contracts involving these specialized services must have a provision that the licensee is to have complete control over and pass on all material to be transmitted, and can, on a simplex transmission, substitute a broadcast program at any time when it deems it in the public interest to do so."

Ban on Functional Music Will Arouse Public—Strouse

PREDICTING great public protest if functional music programs will no longer be available to the general public, Ben Strouse, manager of WWDC-FM Washington, announced last week that his station has received more than 1,000 letters a week lauding the functional music shows.

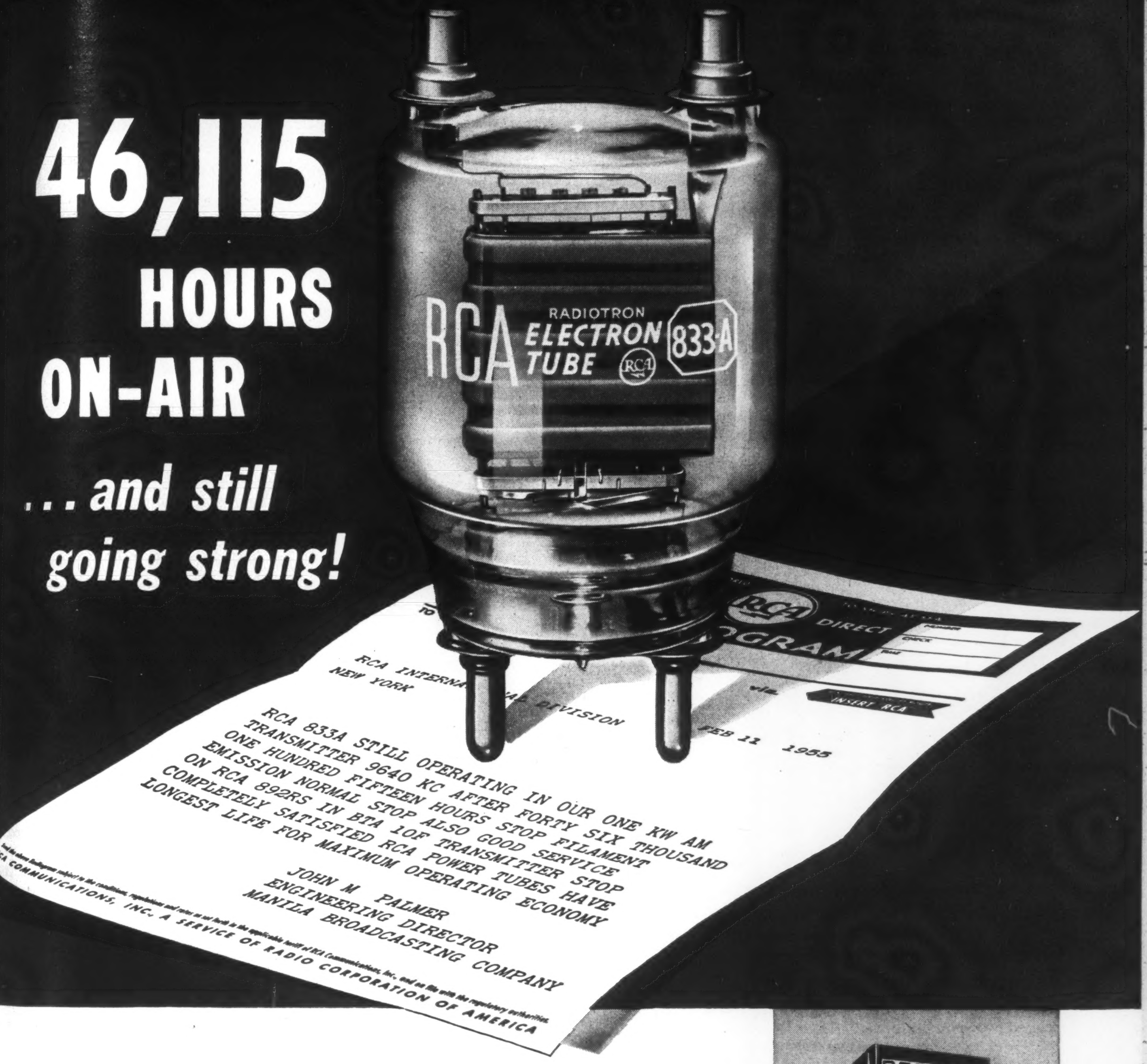
"It is true that WWDC-FM's programming of instrumental music was originally designed with Transit Radio in mind," Mr. Strouse said. "After the abandoment of Transit Radio, it was continued primarily for some of the specialized services which FCC in its decision narrowly calls non-broadcast services.

"That is the record, but only to a point. A by-product developed which even broadcasters did not foresee. The general public accepts, enjoys and listens for hours on end to what the FCC calls non-broadcast service."

Believing WWDC-FM's audience now exceeds 100,000, Mr. Strouse noted that under FCC's new policy "WWDC-FM must abandon almost immediately 36 hours a week of this programght from the Log of DZMB- -Shortwave "AM"

46,115 HOURS ON-AIR

... and still going strong!



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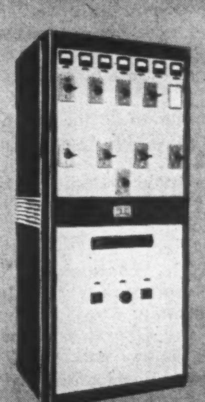
RCA Power Tubes enjoy this widespread professional acceptance because they operate with remarkable stability. Their long-life performance helps reduce capital investment per hour of tube operation . . . cuts "down time" to a minimum.

Profit by the satisfactory experience of leading stations. Specify "RCA"—the Power Tubes with a proved-in record of operating performance. They're available ON CALL—from your RCA Tube Distributor.



DZMB's 1 KW "AM" on 9640 kc—where RCA Power Tubes are making history!

RADIO CORPORATION of AMERICA
ELECTRON TUBES **HARRISON, N.J.**

ming. May we predict, on the basis of experience, that the protests from the public will unquestionably be heard by the Commission and will extend to Capitol Hill."

Mr. Strouse said he was voicing his personal reaction to the FCC report and his view does not necessarily represent the opinion of the Fm Committee of NARTB, of which he is chairman.

Clarksburg Protest Argued Before U. S. Court of Appeals

RIGHT of the FCC to deny the protest of the *Clarksburg* (W. Va.) *Exponent* and *Telegram*, owned by The Clarksburg Publishing Co., against the grant of Clarksburg's ch. 12 to WBLK there was argued in the U. S. Court of Appeals in Washington last week.

Among the questions raised by the three-judge court were whether the FCC properly evaluated the $14,390 payment by WBLK to WPDX Clarksburg for withdrawing from the tv contest, whether the oral argument before the FCC constituted a hearing in the meaning of Sec. 309(c), whether a newspaper was properly a party in interest under the protest provision, and whether the Clarksburg newspapers detailed its objections with sufficient specificity to warrent a hearing.

The case was argued before Federal judges Henry W. Edgerton, David L. Bazelon and Walter M. Bastian. Arguing the case were: FCC Assistant General Counsel Richard A. Solomon; Leonard H. Marks for WBLK, and Cecil B. Highland Jr. and John S. Stump Jr., for Clarksburg Publishing Co.

The Clarksburg publisher claimed the FCC grant to WBLK was not in the public interest because it was made following withdrawal of the competing application without public notice and that it permitted undue concentration of control and violated the duopoly rule.

WBLK is owned by the News Publishing Co., which publishes newspapers in various West Virginia cities. News Publishing Co. also owns 34% of WTRF-TV Wheeling (ch. 7), WPAR Parkersburg, and has interlocking ownership with WTBO-AM-TV Cumberland, Md. The overlap charge was based on the fact that a Clarksburg community tv system feeds Wheeling ch. 7 signals to its subscribers.

Five More Insurance Firms Accused of Misleading Ads

THE FEDERAL Trade Commission has charged five more health and accident insurance firms with false and misleading advertising of the benefits and coverage of their policies, Chairman Edward F. Howrey announced last week.

This brings to 28 the number of such companies the FTC has brought similar complaints against [B•T, Jan. 10; Oct. 18, 1954]. The total annual premium volume in 1953 for the five firms was nearly $35 million in health and accident policies.

The five companies are: Educators Mutual Insurance Co., Lancaster Pa.; Beneficial Standard Life Insurance Co., Los Angeles; Fireman's Fund Indemnity Co., San Francisco; National Casualty Co., Detroit, and Federal Life & Casualty Co., Battle Creek Mich.

Majority of companies charged have denied the FTC's jurisdiction over their activities, asserting they are adequately regulated by the states where they are licensed. Only two such firms have consented to abandon the practices cited in the complaint.

DAVIS CHOSEN FOR SENATE TV PROBE

Former chief counsel of Senate Judiciary Committee's Anti-Monopoly Subcommittee becomes majority counsel for Senate Commerce Committee's investigation of television networks and uhf-vhf problems.

CHAIRMAN Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee last week appointed a trust-busting attorney as majority counsel for the committee's investigation of the networks and uhf-vhf problems, but it looked like upcoming hearings may not begin until late April.

Sen. Magnuson named Sidney Davis, New York attorney who has been chief counsel for the Senate Judiciary Committee's Anti-Monopoly Subcommittee since the GOP-controlled 83d Congress, for the Democratic post.

Meanwhile, there was speculation last week over who will be appointed by Sen. John W. Bricker (R-Ohio), the committee's ranking Republican, to represent members of that party in the probe—with the possibility that Robert F. Jones, who served as GOP counsel in the probe from his appointment by then Chairman Bricker last summer until submission of the Jones Report [B•T, Feb. 21], may return to the post. This was denied Thursday by a spokesman for Sen. Bricker, who said, however, that Mr. Jones' services will be available on a nonpaid, consultancy basis.

MR. DAVIS

Failing to materialize last week were "separate views" which are to be submitted to the committee by FCC Comr. Frieda B. Hennock on a "preliminary report" tendered by the FCC majority the week before [B•T, March 21].

Hennock Dissent Expected

Comr. Hennock is expected to dissent from the majority report and to propose that all commercial television be changed over to uhf. The FCC majority report asked that Congress authorize a Commission study of the "economics and operation of the tv industry," cited the FCC's actions in the past to provide an "adequate" national tv service and said it would consider "selective de-intermixture," but rejected the idea of moving all tv to uhf.

Mr. Davis, who earned the enmity of many Republicans during hearings last year on the controversial Dixon-Yates power issue by the Senate anti-monopoly unit, then under the chairmanship of Sen. William Langer (R-N.D.), an opponent of the Dixon-Yates contract, had been mentioned for the Commerce Committee post earlier [CLOSED CIRCUIT, Feb. 21].

Mr. Davis had planned to return to his New York law practice, but was urged by Chairman Magnuson to join his committee, despite his lack of background and experience in communications law.

Comes With Open Mind

The new Commerce Committee counsel admits he has no expert knowledge of television nor of the Communications Act, and, thus, will start with no preconceived notions about industry problems and of the scope and direction of the inquiry.

Mr. Davis has been headquartering in the office of Sen. Langer, where he has been completing a report on the Dixon-Yates power issue. With completion of the report, he begins paper-work for the network probe and will align a staff, which he has indicated will be relatively small.

He has been granted a nine-month leave of absence from the New York law firm of Phillips, Nizer, Benjamin & Krim, where he is a senior partner and one of three trial lawyers in the firm of more than 50 attorneys.

PNB&K represents Paramount Pictures and presently is handling an anti-trust case involving Balaban & Katz, Chicago, motion picture exhibitor and former owner of WBKB (now WBBM-TV) Chicago (ch. 2). He is a specialist in constitutional and anti-trust law and has lectured at Yale, New York U., and the U. of Chicago, where he received his LL.B. in 1941. He was law secretary to Federal Judge Jerome Frank in 1942-43, to Supreme Court Justice Hugo Black in 1944, and was special assistant to the U. S. Attorney General in 1945.

He will be 37 in May and is a bachelor. He has traveled extensively abroad in connection with legal work for his law firm, which has offices in Paris and represents large apparel importing organizations.

Hearings Delayed

Delay of the Senate Commerce Committee's planned hearings in the investigation, at which the FCC membership will be given the first opportunity to testify, is expected until late April (and perhaps even later) for a number of reasons. Among them:

Delay by Sen. Magnuson (and Sen. Bricker) in naming counsel; Mr. Davis' lack of familiarity with communications problems; lack of a special staff with the exception of Nicholas Zapple, the committee's professional communications counsel; delay of Comr. Hennock in submitting her separate views; Easter holidays (April 10); the committee's planned meeting with tv set manufacturers in Washington April 25 to discuss all-channel sets; the need for adequate time to notify hearing participants of the date sessions will begin.

Sen. Magnuson has asked the FCC to be ready to take specific steps to remedy the uhf-vhf problem by the time the Commission appears at the hearings.

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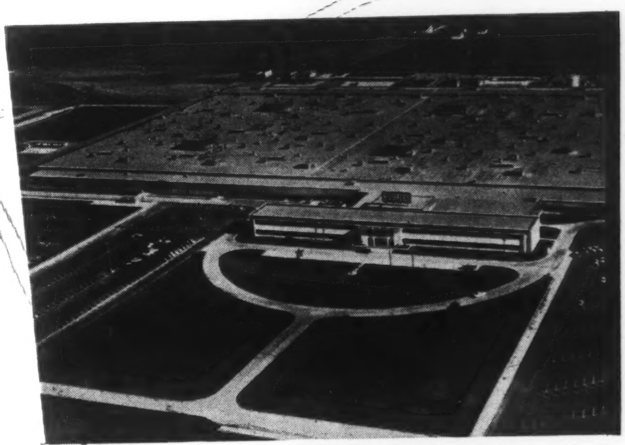
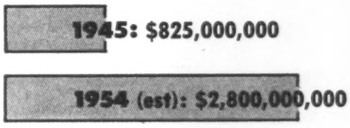


The huge new Ford assembly plant at Milpitas contributes *over a million dollars a month* to the metropolitan area's annual payroll which grows like this:



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In this *responsive* area, full CBS programming and highest-rated local productions give the KPIX advertiser a remarkably high response potential. Ask your Katz man for the whole KPIX story.

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WBZ-WBZA • WBZ-TV, *Boston*
KYW • WPTZ, *Philadelphia*
KDKA KDKA-TV, *Pittsburgh*
WOWO, *Fort Wayne*
KEX, *Portland*
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KPIX, *San Francisco*
Represented by The Katz Agency

FCC SEEKS TO AMEND PROTEST RULE

Commission asks changes which would not permit obstructionist tactics by competitors for radio and tv grants. Comr. Doerfer wants complete repeal of the rule.

THE FCC last week asked Congress to amend Sec. 309 (c) of the Communications Act.

It said that the protest rule—one of the major provisions inserted in the Communications Act by the 1952 McFarland Act—was used to delay competition by existing stations. The Commission also claimed that the term "party in interest" has been so broadly interpreted by the courts that almost anyone could claim standing.

Comr. John C. Doerfer submitted separate views calling for the outright repeal of the protest rule.

The protest rule provides that any party in interest can object to a grant made without a hearing, for 30 days after the grant is made. It also requires the protestant to specify "with particularity" his objections. The Commission is given 30 days to consider the matter and either to deny the protest or grant a hearing. Denials are usually based on the fact that the objector does not have standing as a party in interest or that he has not specified in sufficient detail his reasons for protesting. The rule also tells the Commission to stay the effectiveness of the grant complained of, unless it is an existing service.

The Commission asked Congress to amend the rule in three particulars:

(1) Permit the FCC to deny a protest without a hearing if the facts alleged, even if true, are not sufficient to warrant a reversal; (2) permit the Commission to deny a request that its order be stayed if in its opinion it would not be in the public interest to do so, and (3) allow the FCC to draw the issues for a hearing and not be required to take the issues presented by the protestant.

"The protest rule has resulted in substantial delays in the construction and operation of new television or radio stations authorized by the Commission without a hearing," the FCC said.

FCC Personnel Sidetracked

The Commission continued: "Such hearings, it should be indicated, not only delay the effectiveness of the particular authorization involved but also occupy the time and efforts of members of the Commission's limited staff who could otherwise be utilized in connection with other proceedings, including necessary hearings involving competitive television applications."

The request was referred to the Senate and House commerce committees.

It is similar to the recommendations submitted to the 83rd Congress (HR-7795), which died in committee.

Comr. Doerfer said the Sec. 309 (c) rule "is inconsistent with the philosophy of the Act which seeks to provide for the public interest within the framework of competition."

"Experience has shown," he said, "that Sec. 309 (c) demands an undue amount of Commission time, is used primarily for delay by competitors, and accomplishes no useful purpose."

If the Commission has made a mistake, he said, evidence should be submitted to the FCC directly "not by the creation of an official kibitzer."

"The idea that the public should be denied a service pending selfish and self-serving maneuvers by competitors is wholly foreign to the American concept of administrative agencies," he said. The protest rule is an "obstruction" to the working of the Commission. He maintained that out of a recent 1,400 minutes of Commission time, 397 minutes (28%) were spent on protest matters.

"This constitutes a demand for an undue proportion of time on matters which eventually prove to contribute little if anything to the protection of the public interest," he concluded.

The Commission objected to the inclusion of the protest rule in the Communications Act when it was being considered in 1952. The provision had support from broadcast attorneys.

At first the Commission attempted to circumscribe the use of this regulation by narrowly interpreting it regarding standing and whether the allegations were set forth in sufficient detail. However, a number of court decisions—including last week's ruling on the Spartanburg, S. C., case (see story below)—overruled the Commission's literal approach.

FCC Ordered to Hear WSPA-TV Move Protests

FCC was told last week that it must hold a hearing on the protests of WGVL (TV) Greenville and WAIM-TV Anderson, both South Carolina, against the transmitter move of WSPA-TV Spartanburg, S. C., from Hogback Mt. to Paris Mt., a few miles outside of Greenville.

Federal Court of Appeals in Washington said that ch. 7 WSPA-TV affiliation with CBS would adversely affect the two protestants. Both ch. 23 WGVL and ch. 40 WAIM-TV claimed that the WSPA-TV move was due to its desire for a CBS affiliation, which could not be gained from the Hogback Mt. site because of overlap with CBS-affiliated WBTV (TV) Charlotte, N. C. Both the uhf stations currently hold CBS affiliations, and the WSPA-TV move, they said, would cause them to lose that network.

The unanimous three-judge decision, written by Circuit Judge Henry W. Edgerton, held that there was sufficient indication of economic injury to warrant the hearing required by the protest rule (Sec. 309 [c]).

In answer to the Commission's contention that the matter of affiliation was one of private negotiation, the court ruled that "the economic injury that gives standing . . . to oppose Commission action, is seldom if ever a direct result of Commission action. Even the grant of a new station license does not automatically take advertising revenue away from existing licensees, but only creates a situation in which the new licensee may be able to get the revenue by private negotiation, yet existing licensees are 'adversely affected' and 'parties in interest'."

Circuit Judges David L. Bazelon and Charles Fahy concurred.

WSPA-TV received its ch. 7 grant late in 1953. Early in 1954, it asked and received FCC approval to begin temporary operation from its Paris Mt. site. This brought objections by the Greenville and Anderson stations. Failing to win FCC to their protests, the uhf sta-

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At Eastertide
Christ Is Risen
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From Death Arose Our Lord the Christ
Hosanna to the Son of David
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Joyful Easter-Tide
O, Calvary
Palm Branches (Les Rameaux)
Seven Last Words, The
and many more . . .

SESAC INC.

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"Serving the Broadcasting Industry Since 1931"

tions filed a court appeal and secured a stay order. Following this, WSPA-TV surrendered its temporary authority and asked for a permanent move of its transmitter site to Paris Mt. Again, over the protests of the uhf stations, the Commission granted the move. Again the uhf stations appealed and secured a stay order. Last week's ruling was the result of argument before the court last month [B•T, Feb. 7].

FCC DEFENDS BUDGET IN HOUSE HEARING

Report of Feb. 19 session discloses Commission viewpoint that network investigation would take six months, cost $100,000. Fiscal 1956 funds requested: $6.7 million.

AN INVESTIGATION of networks would take six months and cost $100,000. That is the FCC view offered when the Commission appeared before the House Appropriations Committee Feb. 19 to seek approval of its proposed $6.7 million budget for the 1956 fiscal year.

Those estimates were given by Comr. Rosel H. Hyde, and reported in the transcript released last week.

Mr. Hyde, former FCC chairman, also reported that the FCC had asked for 10 extra men in 1951, 14 in 1952 and 1953 and 16 in 1954 to conduct a network study. All of these were disallowed by the Budget Bureau, he explained.

The subject of alleged network domination of tv was referred to several times during the meeting.

Rep. Albert Thomas (D-Tex.), chairman of the Independent Offices Subcommittee, referred to the networks as press associations which should "sell that service to every station that wants to buy it. Do they [the networks] not have a monopoly just like it was alleged the AP and the UP had in another field?"

Comr. Frieda B. Hennock concurred.

"What you suggest is wonderful," she said to Mr. Thomas, "but they are 10 times as powerful as AP or UP ever were. They control their advertising, and have that controlling influence on the stations. . . ."

Mr. Thomas asked if this "problem" had been submitted to the Justice Dept.

"Not to the Dept. of Justice," Miss Hennock answered, "but we have two proposed investigations. I do not even have sufficient data on it. We cannot compete with those fellows. This got so bad one day I could not do anything but cry, and I cried."

The hearing developed that as of the Feb. 17 date, there were 140 tv applications in hearing, another 30 being processed. It also was shown that there are 71 attorneys in the FCC, of which 30 are in the Broadcast Bureau and 12 in the General Counsel's office.

The FCC is asking for $6.7 million for the fiscal year beginning July 1, 1955. Of this, $1,205,764 is for the broadcast activities. The Broadcast Bureau is listed for 190 people.

At one point, Comr. Robert T. Bartley declared that if the FCC was to do its proper job, it should be built up to where it would warrant a $12 million yearly budget. At another point, Comr. E. M. Webster anticipated one million transmitters in the U. S. in "a very short time."

Meanwhile, the House last week approved a second supplemental appropriation bill which carried $85,000 for the FCC for this fiscal year. This is to maintain FCC's present personnel load of 1,036, according to Chairman George C. McConnaughey in a statement to the House Appropriations subcommittee March 9.

Without the supplemental appropriation, Mr. McConnaughey said, the FCC would have to let 40 people go on June 30. He called attention to the fact that the proposed 1956 fiscal budget provides for 1,030 employes.

The greatest need, the FCC chairman said, was in broadcasting. He cited subscription tv, court litigation, standard broadcasting backlog, and rules changes as among the major, heavy broadcast activities. He also referred to the heavy load for monitoring, safety and special services, common carrier and national defense.

The supplemental appropriation is now before the Senate Appropriations Committee.

New Orleans, Baton Rouge De-Intermixture Proposed

REQUEST to de-intermix New Orleans and Baton Rouge, La., was filed last week by ch. 61 WJMR-TV New Orleans [B•T, March 21].

WJMR-TV asked the Commission to switch Baton Rouge's ch. 2 to New Orleans and New Orleans' ch. 61 to Baton Rouge. This would, WJMR-TV said, make New Orleans a vhf market and Baton Rouge an all-uhf market. It also offered to exchange equipment with Baton Rouge ch. 2 grantee WBRZ (TV) which is scheduled to begin operation April 15.

New Orleans is allocated commercial chs. 4, 6, 20, 26, 32, and 61, and educational ch. 8. Pre-freeze WDSU-TV operating on ch. 6, is affiliated with all four networks. WJMR-TV on ch. 61 began operating November 1953, is affiliated with ABC, CBS and DuMont. Three applicants are still in hearing for ch. 4. WCKG (TV) has been grantee of ch. 26 since April 1953. CPs for chs. 20 and 32 were surrendered.

Baton Rouge is allocated commercial chs. 2, 28, and 40, and educational ch. 34. WBRZ has held its ch. 2 permit since January 1954. WAFB-TV there began operating on ch. 28 in April 1953. CP for ch. 40 was surrendered.

Unless its de-intermixture proposal is accepted, WJMR-TV said, it is sure it will lose its CBS affiliation when the ch. 4 station begins operating. It will then have to go off the air, it warned. It said it had been operating at a loss ever since it began operating.

STORER URGES AREA DE-INTERMIXTURE

DISAGREEMENT with the Plotkin Report has been expressed by George B. Storer, president, Storer Broadcasting Co., in a letter to Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee.

In alternatives, Mr. Storer recommended: (1) area de-intermixture, (2) no limitation on multiple ownership, (3) extension of broadcast station licenses from present three years to five, (4) revision of network affiliation contract term from present two years to five, and (5) abandonment of 90-day or six month cancellation clause in network contracts.

In discussing uhf, Mr. Storer suggested a 60 to 90-day freeze on vhf applications, including those in hearing, to permit uhf stations to take steps to seek de-intermixture. This should be permitted, Mr. Storer said, if at least 40% of receivers in market are uhf-converted, not more than one vhf in market and no vhf Grade B signal from another vhf less than 60 miles away is received. Otherwise, Mr. Storer said, the city should be made all vhf.

Networks are essential to the development of uhf, Mr. Storer pointed out. Regarding network-affiliate relationship, Mr. Storer said he regarded Mr. Plotkin's recommendations as "unsound and unworkable and could mean the end of network broadcasting."

Multiple ownership has improved broadcasting, Mr. Storer said.

"We do not know of any instance in which a station's service to the public has not benefited from multiple ownership," he added.

Mr. Storer also alluded to the anti-trust laws as being applicable to any instance where monopoly, because of multiple ownership, might arise.

Storer Broadcasting was the first group owner to acquire the maximum number of tv stations: WJBK-TV Detroit, WSPD-TV Toledo, WAGA-TV Atlanta, WBRC-TV Birmingham, WXEL (TV) Cleveland, WGBS-TV Miami, and KPTV (TV) Portland, Ore. The last two are uhf.

It was this company which initiated the suit in the appellate court which resulted in a finding that the FCC's maximum ownership limitations were invalid. This is being appealed to the Supreme Court.

Government-Industry Effort Need on Radiation—Baker

CLOSE industry and government (FCC) cooperation in tackling the problem of spurious radiation was advanced last week by Dr. W. R. G. Baker, GE vice president and director of RETMA's Engineering Dept.

DR. BAKER

He noted that with increased use of electronic devices, a comparable rise in interference between services has been evident.

Dr. Baker appeared on a panel at the Institute of Radio Engineers convention, along with FCC Comr. E. M. Webster; former Commission Comr. George E. Sterling; A. V. Loughren, Hazeltine Corp.; Ernest Weber, Polytechnic Institute of Brooklyn, and G. C. W. Browne, Dept. of Transport, Canada (Canada's FCC).

Dr. Baker proposed a joint consulting group made up of FCC and industry members which he said would find immediate acceptance within the manufacturing industry.

Mr. Sterling reviewed FCC studies and policies. Mr. Loughren, taking note of the Joint Technical Advisory Committee (JTAC), said he thought that group's final report would suggest certifiable apparatus would be set up by FCC. After manufacturers proposed limits and test methods and comments were solicited from users of apparatus to be disturbed, FCC could then determine limits and conformance.

WDEL-TV, KBTV (TV) Sales Approved by Commission

SALES of WDEL-TV Wilmington, Del., for $3.7 million and KBTV (TV) Denver for $900,000 received FCC approval last week. WDEL-TV's transfer was on FCC's "explicit understanding" that it remain a Wilmington station.

WDEL-TV, ch. 12, was purchased by Paul Harron, principal owner of WIBG-AM-FM Philadelphia, from J. Hale Steinman and John F. Steinman, owners of WGAL-AM-TV Lancaster, WLEV-TV Bethlehem-Allentown, WKBO Harrisburg, WEST Easton, WORK York and WRAW Reading. The Steinmans also publish the *Lancaster Intelligencer-Journal* and *New Era.*

Mr. Harron is also the principal owner of a New York and Philadelphia wired-music com-

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88% DAYTIME (12:00-6:00 p.m.)

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Shreveport Telepulse
Jan. 23-29, 1955

THERE'S MONEY IN MOTION in Shreveport and Bossier City, Louisiana . . . over $70,000,000 in new construction underway in 1955, for instance . . . and a consumer spendable income 10.6% above the national average.

And, once again Pulse proves that the only SURE way of reaching the responsive Metropolitan Shreveport TV audience is by using the only station that gives it Grade A coverage . . . KSLA.

Your Raymer Man has the complete, convincing details. Why not see him soon and start letting KSLA put money into motion moving your products?

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Shreveport, Louisiana
PAUL H. RAYMER CO., INC.
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pany, of the Atlantic City Racing Assn., and an outdoor swimming pool.

WDEL-TV went to maximum 316 kw power early last month and is putting a Grade A signal into Philadelphia from its transmitter site, five miles out of Wilmington toward Philadelphia. The Wilmington station was an NBC affiliate until it increased its power. The affiliation reportedly was cancelled because of overlap with NBC-TV affiliate WPTZ (TV) Philadelphia.

The transfer was approved on the condition that it not be consummated until the permit for ch. 23 WIBG-TV is surrendered. With reference to its understanding that WDEL-TV will remain a Wilmington station, the FCC, by letter, advised Mr. Harron:

> "This grant has been made with the explicit understanding of the Commission that the verified expression of your intentions concerning your operation of WDEL-TV and your recognition of the station's responsibility to the city of Wilmington (contained in your amendatory letter dated Feb. 24, 1955) fully encompasses an intention to not only 'maintain the station at its present location, both with respect to transmitter site and main studio site' but also with respect to all other facets of operation and service, including programming, consonant with, if not subservient to, the public interest of the 'principal city to be served, namely Wilmington with secondary consideration in this respect being given to the local interests of any other segment of the station's coverage area. It is presumed that such is your understanding of what is 'important to the integrity of the over all television allocation plan and to the people of Delaware'."

At Denver, ch. 9 KBTV was purchased from Colorado Tv Corp., headed by W. D. Pyle, by John Mullins of Tulsa and by Frank R. Leu of Nashville.

Mr. Mullins is former president-general manager and minority stockholder of KPHO-AM-TV Phoenix and presently owns a Tulsa roller skating rink and has interests in real estate and a cattle ranch.

Mr. Leu is president and sole owner of Homeland Insurance Co., Nashville, which owns approximately 95% of Security Life & Accident Insurance Co., Mobile, Ala., and less than 1% of WMSL-AM-TV Decatur, Ala. Mr. Leu is also less than 25% owner of Pioneer Automobile Insurance Co., Chicago and Mutual Savings Life Insurance Co., Decatur.

Three More Uhfs Deleted, Another Asks Suspension

DELETION by the FCC last week of three uhf stations—ch. 23 KTVP (TV) Houston, Tex.: ch. 23 KDTX (TV) Dallas, Tex., and ch. 38 WTLB (TV) La Crosse, Wis.—raises the total number of post-thaw tv stations to be deleted to 134. Of these, 108 were uhf and 26 vhf. All three were deleted by the FCC for lack of prosecution.

Meanwhile, ch. 17 WLAM-TV Lewiston, Me., requested FCC permission to suspend operations at the close of service on March 25 for a period of six months. WLAM-TV said the request was being made because of the continued operating losses suffered and to afford an opportunity to resurvey the uhf situation with a view to the possibility of resuming operations at a later date on a non-deficit basis. This raises to 28 the total number of post-thaw tv stations which have suspended regular operations but are still holding their permits.

Senate Plans Easter Recess

SENATE Majority Leader Lyndon B. Johnson (D-Tex.) said Thursday the Senate will try to get in an Easter vacation, adjourning at least from April 7-12, and possibly longer to a full week. The House already has one scheduled.

GOVERNMENT MAY MOVE ON NETWORKS—PLOTKIN

Attorney addresses Chicago Broadcast Ad Club, says solution must be found to network, uhf-vhf problems.

A WARNING that the government will take action on proposed overhauling of network operations and that there's a "very real possibility" networks may be branded as common carriers—unless the whole problem is resolved—was given last week by Harry M. Plotkin, a partner in the Washington law firm of Arnold, Fortas & Porter, and former special counsel to the Senate Interstate & Foreign Commerce Committee.

Addressing the Broadcast Adv. Club of Chicago Wednesday, Mr. Plotkin predicted further hearings would be held on the subject and stressed that it is a "bi-partisan issue and cuts across party lines."

"I think you can count on the government moving in and doing something about this problem if a solution is not worked out," he declared, adding "There are no scapegoats—no evil people involved."

Referring to network option-time proposals as outlined in his memorandum, Mr. Plotkin noted that enforcement could be attained through any one of three channels—the Justice Dept., in a suit charging anti-trust violations; adoption of new FCC rules and regulations, and by Congress.

Mr. Plotkin also lauded the proposed film network venture, National Affiliated Television Stations Inc. [B•T, March 21]—backed by General Electric Co.—as a "far-reaching and farsighted proposal" and felt it "could also be an answer to the problem." He said it is "too early to know what effect it will have" but expressed hope other companies would "pitch in" on grounds that "GE can't do the job alone."

Mr. Plotkin noted the government traditionally steps into controversies when the parties involved are unable to resolve their problems. With respect to the common carrier suggestion, Mr. Plotkin was alluding to a proposal raised by Sen. John Bricker (R-Ohio), ranking GOP member of the Senate Interstate & Foreign Commerce Committee [B•T, Feb. 21]. Mr. Plotkin questioned this course in his report.

Speaking before a BAC luncheon session at the Sheraton Hotel, Mr. Plotkin traced the history of tv station allocations the past 10 years. He acknowledged that the "sparkplug" for the current uhf investigation was the economic plight and serious economic difficulties of uhf outlets. He noted complaints that certain stations were not getting network programs, particularly programs of CBS and NBC.

Mr. Plotkin reminded that uhf outlets got into operation seven years after vhf operators went on the air. He noted introduction of the color problem before FCC in 1946-47 and imposition of the tv freeze Sept. 30, 1948, with the Commission looking into certain propagation factors in 1948-49.

Aside from "a few lucky ones," Mr. Plotkin observed, most uhf operators with the lifting of the freeze entered already established vhf station markets. He conceded that uhf pioneers might have had it a bit easier than their early vhf tv brethren in that, while they lacked circulation, programming sources were there.

Mr. Plotkin said experience has shown that where there is no vhf competition, uhf has fared "relatively well," providing it had sound management. But "by and large, uhf operators

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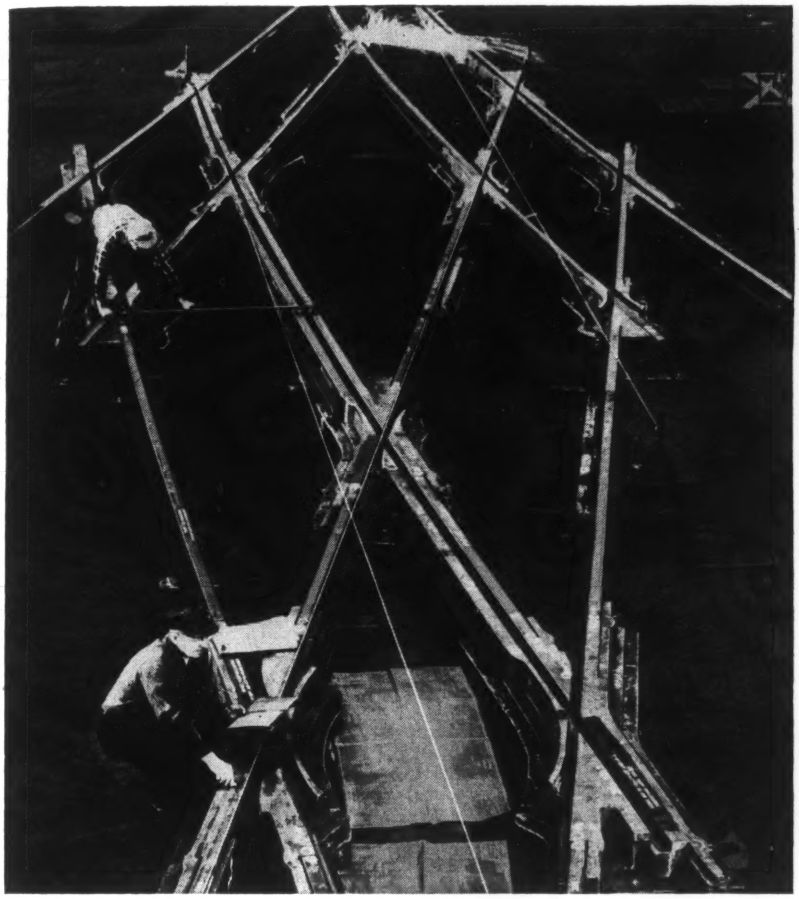

Custom Fit. This main line crossing for a famous railroad contains 1,585 separate parts. All U.S. Steel Trackwork is made to exacting tolerances, in fact the units of the type shown here are always pre-assembled at the shop before shipment to guarantee perfect alignment and fit in the field. It will then be dismantled and shipped.

Enduring Beauty. Since church building budgets are limited, it might seem an extravagance to cover the steeple with stainless steel. But stainless steel lasts so long, and is so resistant to corrosion, that in the long run it is the least expensive metal you can buy for hard service. USS Stainless Steel is made in all types and finishes.

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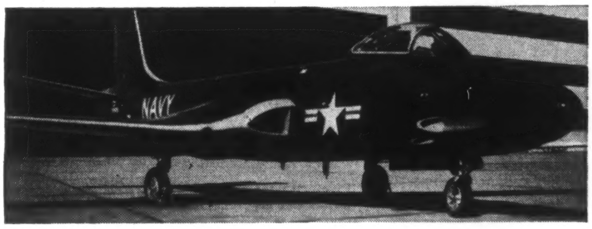

Built-In Hole. Behind the gun opening on this jet interceptor is a "blast tube," to protect the plane from high pressures and gases caused by the firing of the gun. Formerly, this tube was machined from solid steel bar stock, but has now been replaced with USS Stainless Seamless Tubes. These tubes are pierced from solid steel, and they afford the absolute uniformity of wall strength required.

Goodbye Gas Shortage. For years now, gas companies have been rapidly laying new pipelines to ease the gas shortage. The job has been made easier with this giant trenching machine made from USS MAN-TEN Steel. MAN-TEN has such high strength that the machine can be made stronger *and* lighter than with carbon steel.

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found it difficult where two vhf outlets were operating," Mr. Plotkin said, and where only one vhf is functioning, a uhf broadcaster has "a reasonable opportunity of success."

Over 120 uhf permits have been returned, he said, and there's "little chance" that a large part of 80 other permits will be used. He said this situation poses a legitimate question that requires a serious answer for uhf with respect to alleged monopoly control.

Mr. Plotkin mentioned three possible solutions as outlined in his report with these comments:

- Move all television into uhf. ("A theoretical but not a practical solution. . . . Poses set conversion problem . . . a decision the American public wouldn't take. Would force government officials out of office.")
- Deintermixture. ("Two many stations are already on the air. It could be done in some markets. If the Commission could keep future uhfs out of existing vhf markets, it might help.")
- All-channel receivers. ("If the present 10% excise tax on all-channel receivers could be removed, then the price spread between all-channel sets and vhf-only could be eased and provide an incentive for manufacturers to make more all-channel units. This would help uhf broadcasters on circulation.")

Mr. Plotkin reiterated his belief that it is virtually impossible for any station, especially a uhf outlet, to operate profitably without a network affiliation. Until this year, he noted, many independent stations had "large deficits" and failed to break even.

FCC's statutory obligation to license as many stations as possible, Mr. Plotkin commented, has led to the result of increased reliance by stations on networks. Some affiliates, he charged, live in fear of displeasing the networks.

John's Other Self

SEN. RICHARD NEUBERGER (D-Ore.) has criticized political candidates who go before television audiences loaded with makeup. He said he was disturbed at the introduction of "theatrical techniques" in politics. In a talk at Delaware, Ohio, he said politicians should get rid of all the "gimmicks" and get down to business, adding: "If a politician won't let the people see what he really looks like, he won't tell them what he really thinks."

Contending that networks should publish standards on duplicated coverage, Mr. Plotkin emphasized that he doesn't suggest they should be subject to Commission supervision. But networks should be made to make available to other stations certain programs rejected by their affiliates. He added that where there are fewer than four stations in a community, a station should be restricted on the amount of time given to a network.

With option time, Mr. Plotkin suggested, there is "no incentive" for advertisers to develop programs on a national spot basis which may be canceled on 56 days' notice in competition with network advertisers. Mr. Plotkin felt national spot representatives operate at a disadvantage and that everybody should be on the same competitive basis.

"There is no justifiable reason for networks to use option time for selling film programs," he added, describing this practice as a "definite strain on competition." Mr. Plotkin said he has discerned no substantial sentiment, however, for taking networks out of the program field.

Mr. Plotkin claimed that option time provisions may violate anti-trust laws and described them as worse than the old "block booking" techniques in the motion picture production and exhibition fields. Stations should have a choice of programs they wish to carry and not have to depend on this feature of network operation, he contended.

NEW ARKANSAS LAW HITS TOWER HEIGHTS

State passes measure requiring that counties go by Air Force standards. NARTB says bill is unconstitutional.

CONSTITUTIONALITY of a new Arkansas law—tieing local zoning regulations to Air Force airport standards—was raised last week by Arkansas broadcasters, backed by NARTB.

The bill (H. B. 505) was passed by the Arkansas legislature early this month. Arkansas Gov. Orval Forbus has invited comments on the legislation, which is in the form of an enabling act. It provides that county zoning officials must follow U. S. Air Force standards for military airports.

Believed to be the first such adoption requiring that Air Force standards be followed, the law has been criticized by NARTB General Attorney Vincent Wasilewski and consulting engineer A. Earl Cullum Jr., Dallas.

Mr. Wasilewski, in a memorandum to the Arkansas Broadcasting Assn., declared the act was clearly unconstitutional. It conflicted with the due process clause of the Constitution, Mr. Wasilewski said, and also violated the separation of powers concept between federal government and the states, he declared. This is because the bill requires local zoning units to follow Air Force criteria, he said. The Air Force is part of the Executive Department, the NARTB attorney pointed out.

Mr. Cullum said the bill was dangerous to broadcast interests. Latest Air Force regulations maintain protection to an area 50,000 ft. about airports, he said. It is also unconstitutional, Mr. Cullum said, since it arbitrarily takes away property rights of present property owners.

Even the Civil Aeronautics Administration, responsible for all civilian air service, does not endorse the bill, it was understood. In fact, CAA has objected to the Air Force, it was learned. Air Force standards are much more stringent than CAA standards, it was said.

According to best information, about 40 states have passed enabling legislation to make uniform zoning board regulations protecting airports. Half of these are the CAA-approved model airport act, sponsored also by the League of Municipal Officers.

Only two court rulings have been made in this field, it was understood: a Newark, N. J., airport zoning ordinance was declared illegal because the state had not passed enabling legislation; a Maryland act also was declared illegal because height limits were considered unreasonable.

Meanwhile, at the behest of the Air Coordinating Committee's Washington Airspace subcommittee, FCC announced last week that greater accuracy was to be required in antenna locations and heights.

This is due, the Commission said, because in certain "critical" areas, the variation of even

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No Premium Rates

ALDEN AAROE 6 to 7 A.M.
Gets out with the farmers and talks their language.

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Knows his music. Co-author "Little Things Mean a Lot."

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5:30 to 5:45 P.M. Sweet talking mistress of ceremonies and selling.

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For 29 years a Virginia institution
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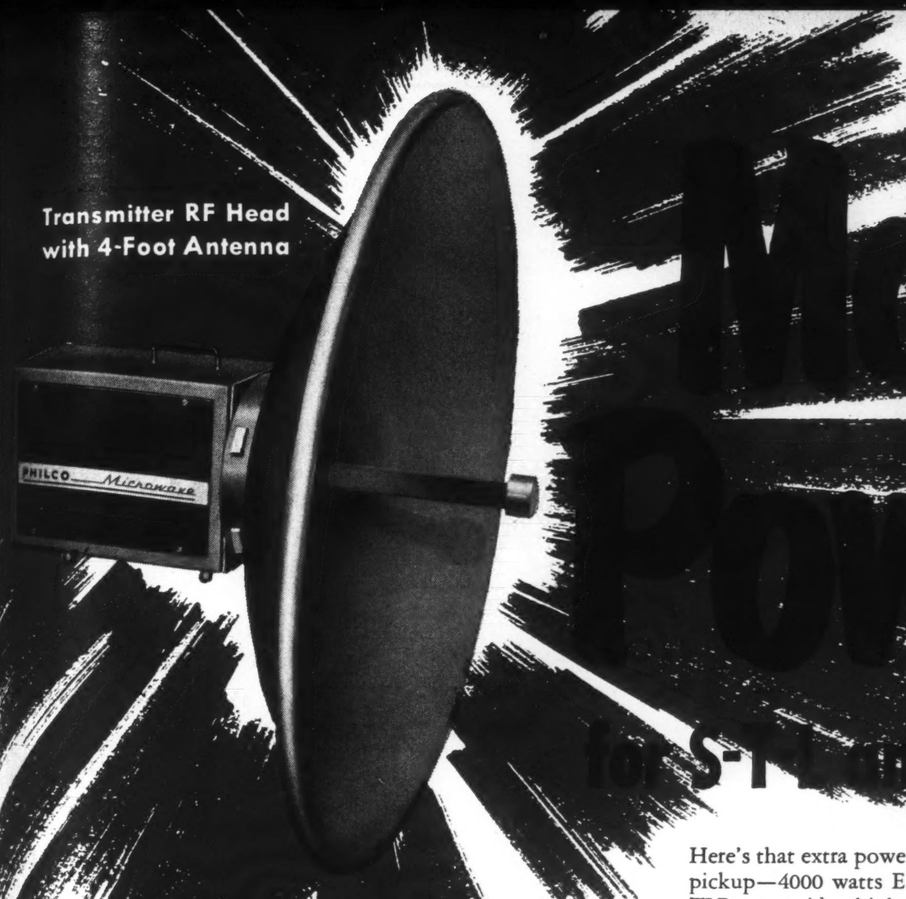

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PHILCO TV RELAY 4000 WATTS ERP*

Here's that extra power you need for S-T-L and remote pickup—4000 watts E.R.P.* (using 4′ parabola). The TLR-3 provides highest quality transmission of *color or monochrome* signals *with program sound channel meeting FCC requirements for* S-T-L operation.

Heart of the Philco TLR-3, is a klystron—field proved in Philco multi-channel communications equipment—which provides *a full watt* of transmitter output. Interchangeable klystrons permit maximum efficiency in covering frequency ranges between 5925 and 7425 mc. RF units are weatherproof, and portable auxiliary units can be rack mounted. A complete line of mounting accessories, parabolas and lightweight reflectors is available, permitting installation of all electronic equipment at ground level.

A portable tripod is available for mounting transmitter RF and receiver RF assemblies in the field. Get information on this new Philco TLR-3. Write Philco, Dept. BT today.

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- Color and Monochrome
- Program Sound channel meets FCC specifications
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WXLW PROUDLY ANNOUNCES THREE MORE REASONS WHY WXLW is Indiana's BEST time-buy!

NEW POWER!

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NEW SPOT! (950 on Hoosier dials!)

Yes, Indiana's most popular dawn-to-dusk station has been beaming *music* and *news* every half hour to its satisfied, responsive audience . . . and now . . . with a giant 5000 watt punch . . . it blankets an immense new territory! The most ultra-modern sound transmission available, plus listeners who *listen* and listeners who buy—makes WXLW the best time-buy in all Hoosier land!

"ASK YOUR JOHN PEARSON MAN"

WXLW INDIANAPOLIS

THE HOOSIER STATE'S GOOD-TIME DAY-TIME STATION

one foot from the height authorized might involve changes in air flight enroute altitudes or approach procedures.

Although FCC now requires geographical coordinates and antenna heights above sea level and above ground, no specific data is required for added height—such as obstruction lighting, beacons, etc.

From now on, the Commission said, it would include in construction permits for antennas in "critical" areas maximum height of uppermost portion of the structure. It also said that the horizontal portion of such antenna sites shall be determined within ½ second of latitude and longitude.

MOBILE, DES MOINES GRANTS MADE FINAL

FCC reverses examiner in awarding Mobile ch. 5 to WKRG-TV, upholds initial Des Moines ch. 8 grant to Cowles Broadcasting.

FINAL decisions to grant to ch. 5 at Mobile, Ala., to WKRG-TV Inc. and ch. 8 at Des Moines to Cowles Broadcasting Co. (KRNT) were announced by FCC last week.

In the Mobile ruling, FCC reversed an earlier initial decision of a hearing examiner which had preferred the competitive bid of Mobile Television Corp., identified in ownership with the Mobile *Press Register* and WDSU-AM-FM-TV New Orleans. "Substantial overall preference" was voiced by FCC for WKRG-TV Inc., headed by principals in WKRG-AM-FM Mobile, on the basis of diversification of mass media of communication. Comr. John C. Doerfer dissented.

The final ruling to grant ch. 8 at Des Moines to Cowles was taken without prejudice to any action the Commission may take later on any application to effectuate the March 3 agreement whereby Cowles and its former ch. 8 competitor, Murphy Broadcasting Co. (KSO Des Moines), agreed to merge [B•T, March 7]. Murphy holds option for three years to buy 40% interest in the tv venture upon disposing of KSO.

WKRG-TV Inc. is owned 20% by Kenneth R. Giddens, president and general manager. Mr. Giddens operates WKRG-AM-FM, which are to be transferred to the tv firm, FCC said. Mr. Giddens and T. J. Rester, father of two other principal stockholders in WKRG-TV, own and control seven local theatres.

Spring Hill College, local Jesuit school, holds 6.8% interest in WKRG-TV and the school's president, Rev. Andrew Cannon Smith, is treasurer and director of the tv station. The Society of Jesus, FCC said, also controls the licensees of WEW St. Louis and WWL New Orleans, both tv applicants in their local areas, "but it is not the Commission's policy, for purposes of diversification, to take account of other television applications in which a party is interested, Commission action on which has not been taken."

The decision noted there is overlap of both the 0.5 and 2 mv/m contours of WKRG and WWL, but no overlap exists between WKRG and WEW or WEW and WWL. The 0.5 mv/m overlap between WKRG and WWL represents 53% of the WKRG contour and 8.1% of the WWL contour, FCC said.

Mobile Television's principal stockholder (19.85%) is the Mobile *Press Register*, operator of WABB-AM-FM. Edgar B. Stern Jr., president and chief owner of WDSU properties, is vice president and 10% owner of Mobile Television and holds trust to vote a total of 24%, FCC said. WDSU in turn is largest stockholder (19.3%) of WAFB-AM-FM-TV Baton Rouge, La.

Observing that *Press Register* officers also would be active in Mobile Television and the paper would supply news, pictures and some programs, the final decision concluded the publishing firm "will be in a position to exert a substantial influence upon the policies and operation of the television station." The ruling also noted that Mr. Stern and other WDSU officials, including Manager Robert D. Swezey, would "play an important role in the shaping of Mobile Television's future plans and policies."

The merger in the Des Moines ch. 8 case came after a hotly contested hearing which began in 1953 and after an examiner had issued his initial ruling favoring Cowles on local ownership and program factors [B•T, Aug. 30, 1954]. Cowles owns the Des Moines *Register* and *Tribune*, the Minneapolis *Tribune* and *Star* and *Look* magazine and 47% of WCCO-AM-TV Minneapolis and 100% of WNAX Yankton, S. D., and KVTV (TV) Sioux City, Iowa.

Campaign Expenditure Hearing Date Set

THE SENATE Rules Committee's Privileges & Elections Subcommittee has set hearings April 12-13, and possibly longer, on a bill to raise the limit on political campaign expenditures.

Sen. Thomas C. Hennings (D-Mo.), subcommittee chairman, said his group will call on representatives of the radio and tv broadcasting industry and the press to express their opinions on the merits of the proposal and the effect it will have on their respective industries.

The bill (S 636), introduced Jan. 21 by Sen. Hennings on behalf of himself and other senators, would raise to $12.3 million the limit a national political committee may spend for presidential elections. Present ceiling is $3 million.

Sen. Hennings said he also will ask Attorney General Herbert Brownell, and Leonard Hall and Paul Butler, chairmen of the GOP and Democratic National Committees, respectively, to testify.

Under the bill's provisions, the maximum which could be spent by a candidate for senator would run from $50,000 to $250,000, and for representative $12,500 to $25,000, depending on the votes cast in the last election for those offices. Present limits are, for senators $10,000 to $25,000, and for representatives, $2,500 to $5,000.

Total expenditures by candidates for senator and representative also would include amounts spent in their behalf by political committees.

Formulas for the expenditure ceilings would be (1) for presidential candidates, 20 cents for each of the total voters in any one of the past three elections for that office (the 1952 presidential election had a record vote of 61,551,978), and (2) for candidates for senator and representative, 10 cents for each of the total votes cast for that office at the last general election, up to the maximum limit.

The limit an individual could contribute or expend to or for any candidate or candidates, or to a political committee, would be $10,000.

Alvin I. Handmacher, President of Handmacher-Vogel, Inc., says

He knows how to suit the women!

"When a woman sees a style she wants, she wants it *fast*," says Mr. Handmacher. "In fact, she wants it first!

"And we see that she gets it — in *her* size and color. How do we do it? By Air Express!

"We push our production schedules to meet insistent buyers' re-orders. Then we rely on Air Express to deliver door to door in record time.

"Without Air Express, we'd never suit women as well as we do!

"Air Express pays off in two ways. It wins us customer good will and saves us money! For instance, it costs $4.10 for a ten-pound shipment from New York to Louisville—$1.64 less than by the next lowest-priced air service."

It pays to express yourself clearly. Say Air Express!

AIR EXPRESS Air Express

GETS THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS . . . *division of* RAILWAY EXPRESS AGENCY

WNHC-TV Also Protests WRTV (TV)'s Proposal

SECOND objection against the proposal of ch. 58 WRTV (TV) Asbury Park, N. J., to move ch. 8 to Asbury Park, permit operation with low power, was filed with the FCC last week by ch. 8 WNHC-TV New Haven. First opposition was made by ch. 8 WGAL-TV Lancaster, Pa. Both maintain they would suffer major interference by the proposal and that it would violate required mileage separations.

At same time, WRTV announced that it was suspending operation April 1 "in expectation" that the FCC will approve its petition to move ch. 8 into the area. Present service is too limited to warrant continuation, WRTV said.

Kefauver Sets Hearings On Tv and Delinquency

THE SENATE Juvenile Delinquency Subcommittee will begin hearings in "two or three weeks" on tv programming as a possible factor in childhood delinquency, James H. Bobo, chief counsel, said last week.

The subcommittee, under the chairmanship of Sen. Estes Kefauver (D-Tenn.), has received $125,000, instead of a requested $154,000, to complete its work, with the further condition that the study be completed by July 31, 1955, instead of Jan. 31, 1956, as originally asked [At Deadline, March 21].

Sen. Kefauver has said he will ask the Senate for more time and money before the July 31 expiration date. The subcommittee will publish a special report on tv programming and motion pictures. Tv industry spokesmen aired their viewpoints on the issue last fall [B•T, Oct. 25, 1954].

The July 31 deadline and the funds cut were approved by the Senate in an amendment made by Sen. Allen Ellender (D-La.), who first had tried to kill the original resolution (S Res 62), among others, by repeated quorum calls late on the day of March 18.

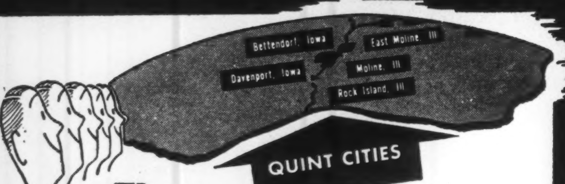
Sen. Ellender said he offered the amendment so as "not to give the subcommittee funds with which to hold a new series of dramatic presentations and to again parade all over the country."

KCOY Sold to Arenze Firm

KCOY Santa Maria, Calif., was sold last week to Arenze Broadcasters, of Stockton, Calif., for $34,000, subject to FCC approval. Arenze is headed by James H. Ranger, Stockton. Transaction was handled by Blackburn-Hamilton. Seller is Santa Barbara News-Press Publishing Co. (KTMS Santa Barbara). T. M. Storke is president. KCOY operates with 250 w on 1400 kc.

WJIM-AM-TV Transfer Filed

APPLICATION for the transfer of control of WJIM-AM-TV Lansing, Mich., to Harold F. Gross and family so as to be able to sell a minority interest in a public offering, was filed with the FCC last week. The Gross family, present owners of the stations, would retain 51.15% controlling interest with the remaining interest represented by 193,000 shares of common stock to be sold to the public.



The
QUINT CITIES
5 CITIES—2 COUNTIES
the Hub of a Major Market

WOC covers the market. WOC sells your product. Surveys prove it. Advertisers know it.

WOC, the Quint city station, in the heart of this rich, agricultural and industrial area . . . a market with money in its pockets . . . a market blanketed by WOC.

Basic NBC Affiliate

WOC
5,000 W 1420 Kc

The Quint city area is ideal for test campaigns. Five cities combined into one metropolis . . . thousands of rural listeners.

Select WOC for successful sales and campaigns.

Get the facts from your nearest F & P office . . . or from WOC direct.

Col. B. J. Palmer, President
Ernest C. Sanders, Manager

WOC
Davenport, Iowa
AM-FM-TV
Free & Peters Inc.
Exclusive National Representatives

WEW IN ST. LOUIS, 'GLOBE-DEMO' SOLD

S. I. Newhouse buys paper for $6¼ million including 23% of KWK, Inc.; Aubrey Reid buys station for $100,000 plus.

A 103-year-old newspaper and a 34-year-old radio station were sold in St. Louis last week.

The newspaper is the venerable *St. Louis Globe-Democrat*, sold to publisher-broadcaster Samuel I. Newhouse for $6¼ million.

The radio station is WEW, founded in 1921, sold by St. Louis U. to Aubrey D. Reid (better known as Bruce Barrington), a station executive of KXOK. The price was said to be in excess of $100,000.

The radio transaction is subject to FCC approval.

Mr. Newhouse's ownership of the *Globe-Democrat*, bought from E. Lansing Ray and family, also includes a 23% interest in KWK-AM-TV St. Louis. Other owners of the KWK stations are Robert T. Convey and associates, 28%; Elzey Roberts, 23%, KSTP-AM-TV Minneapolis-St. Paul, 23%, and a group of St. Louis businessmen, 3%.

KWK operates on 1380 kc with 5 kw and is affiliated with MBS. Ch. 4 KWK-TV began operating last July following a merger of five competing applicants, is affiliated with CBS and ABC. Both stations are represented by The Katz Agency Inc.

Mr. Newhouse closed the transaction last Wednesday. Brokers were Blackburn-Hamilton, John G. Burton Assoc., and Allen Kander.

Mr. Newhouse announced he intends to retain the present business and editorial management of the *Globe-Democrat*.

Mr. Ray continues as publisher and editor, and C. Arthur Weis, heretofore vice president and treasurer, becomes president and will continue active in the policy affairs of KWK, Inc.

The Newhouse interests own WSYR-AM-FM-TV Syracuse, N. Y.; WTPA (TV) Harrisburg, Pa., and 50% of KOIN-AM-FM-TV Portland, Ore. Newhouse newspapers comprise the *Syracuse Post-Standard* and *Herald-Journal, Newark* (N. J.) *Star-Ledger, Jersey City* (N. J.) *Journal, Long Island* (N. Y.) *Press* and *Star-Journal, Nassau* (N. Y.) *Review-Star, Staten Island* (N. Y.) *Advance, Portland Oregonian* and *Harrisburg Patriot* and *News*.

Daytimer WEW, owned by the Jesuit St. Louis U., operates on 770 kc with 1 kw. It has been run as a good music and cultural station.

Rev. Paul C. Reinert, in announcing the station's sale, said that the university regretted the necessity for ridding itself of the outlet. He pointed to the 10 full-time radio stations in the St. Louis area as indicative of the increased competition which faced the university-owned daytimer.

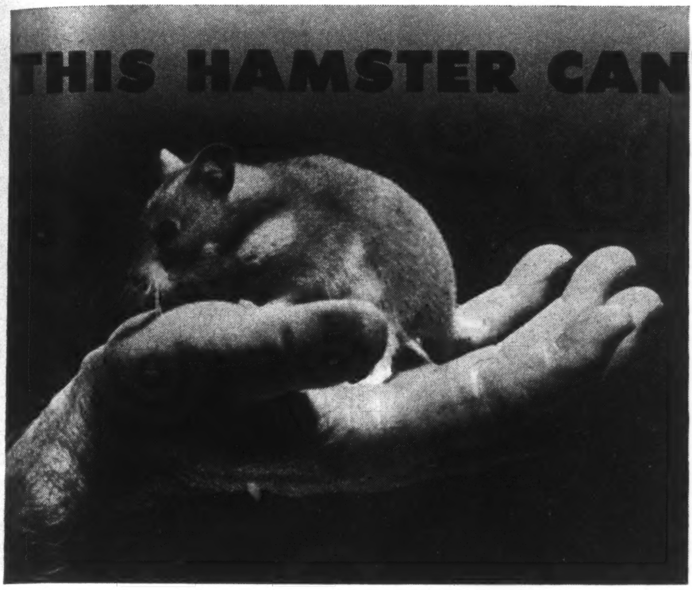
The present staff will remain, it was announced.

St. Louis U. is 60% owner of St. Louis Telecast Inc., one of four applicants for St. Louis ch. 11. This interest is not affected by the WEW sale.

WOOD Dedicates Building

A TELEVISED tour of the new WOODland Center of WOOD-AM-TV Grand Rapids, Mich., is scheduled for tomorrow (Tuesday) to officially dedicate the studio-office structure [B•T, Feb. 28], the station has announced. Frank Sisson, program director, and Louis Bergenroth, chief engineer, will act as guides.

THIS HAMSTER CAN'T GET CANCER!



RADIO:

Transcribed materials ranging from 20-second and one-minute spots to 6 quarter-hour shows of every variety, to a big half-hour All-Star Revue, starring Bing Crosby. Script material also available.

TELEVISION:

2 fifteen-minute film shows, 20-second and one-minute film trailers, flipboards, slides, telops, posters and other visual aids. Copy for live announcements also available.

Scientists, experimenting with hormones, have made this animal immune.

Ultimately, research will conquer cancer in humans, too... but it will take time and money.

In the last ten years, the American Cancer Society has allocated nearly $35,000,000 of donated funds to research. You in the radio and television industry have played a major role in making these dollars available by broadcasting the Society's annual appeal for funds. You have, indeed, saved human lives by bringing the Society's lifesaving educational messages to your audience.

Will you pitch in again this year?

Available to you, *free*, are a multitude of radio and TV materials designed to fit any and every need.

These are the stars who have helped make this material

Tallulah Bankhead
Janet Blair
Victor Borge
May Singhi Breen
Yul Brynner
Ralph Bunche
Rosemary Clooney
Nat King Cole
Bing Crosby
Gary and
Lindsay Crosby
Dorothy Dandridge
Doris Day
Cecil B. DeMille
Jack Dempsey
Tommy Dorsey
Kirk Douglas
Billy Eckstine
Lou Effrat
Joan Fontaine
Judy Garland
Molly Goldberg
June Havoc
Goldie Hill
Hedda Hopper
Louis Jordan
Danny Kaye
Nancy Kelly
Burt Lancaster
Paul Lavalle
Tony Martin
Les Paul and Mary Ford
Walter Pidgeon
Phil Rizzuto
Eleanor Roosevelt
Rosalind Russell
Al Schacht
Dinah Shore
Frank Sinatra
Jan Sterling
Spencer Tracy
Ernest Tubb
Fred Waring
Fran Warren

For further information, consult the American Cancer Society Unit in your community or write to:

American Cancer Society

RADIO AND TELEVISION SECTION
521 West 57th Street, New York 19, N. Y.

WPRO-TV STARTS; THREE MORE READY

WPRO-TV, third tv outlet for Providence, R. I., was scheduled to begin regular programming yesterday (Sunday) with full power of 316 kw after an 18-month delay due to a protest hearing before the FCC. The ch. 12 station, the second vhf there, is represented by Blair Tv Inc. It is owned by Cherry & Webb Broadcasting Co. (WPRO).

WPRO-TV's debut will increase to 427 the number of stations with regular programming.

Three other new tv stations have announced April starting dates:

WTVT (TV) Tampa, Fla., will begin commercial operations April 1 affiliated with CBS and represented by Avery-Knodel Inc. WTVT, on ch. 13, is Tampa's second tv.

WBRZ (TV) Baton Rouge, La., using RCA equipment, will make its debut April 14. The ch. 2 station will use a 12-bay, 232-ft.-long antenna, which RCA claims is the largest of its type. It will stand 1,001 ft. above sea level when mounted on a triangular steel tower.

WFRV-TV Green Bay, Wis., is scheduled to begin test patterns April 15. The ch. 5 outlet merged with the former WNAM-TV Neenah, Wis. (ch. 42). It will be affiliated with ABC and DuMont and represented by Headley-Reed Tv Inc.

Gordon Resigns WNOE Post Over Policy Disagreement

MR. GORDON

JAMES E. GORDON, general manager of WNOE New Orleans, announced his resignation Thursday, following a disagreement over policy matters. The 50 kw day 5 kw night station is operating as an independent, having relinquished its MBS affiliation recently [B•T, March 21].

Stephen C. French, formerly of Dallas stations, has been named to succeed Mr. Gordon, according to James A. Noe, owner. Mr. Gordon has been in Louisiana radio many years and had managed WNOE on a previous occasion.

WPTZ (TV) Philadelphia morning personality Alan Scott hands the keys of a new car to Sister Mirian Ruth, R.S.M., Wilkes-Barre, Pa. She won the automobile as her postcard was picked from 205,000 sent into the station during a 12-day period prior to St. Patrick's Day when the drawing was held. The half-ton of mail, from viewers 16 and over, was the result of one announcement per day during the 12 days. WPTZ (TV) believes this volume of mail to be the largest amount ever received in the history of Philadelphia radio and television.

WABB Lashes Out Against Recorded 'Disguised Smut'

AN ADVERTISEMENT run by WABB Mobile, Ala., in the *Mobile Press Register* objected to "disguised smut" creeping into the lyrics of some recorded tunes and told readers the station will not play these records. The ad, entitled "Music You Won't Hear on WABB," appeared in the March 20 issue and asked for listener support in this effort to put an end to "offensive" tunes.

WABB said there is a disturbing trend, principally in the rhythm and blues category, for both "name" and "off-brand" recording companies to release tunes that a year ago would have been classed as "party" records.

The station said its aim is to start the "ball rolling" and hopes to be supported by broadcasters across the country [B•T, March 21].

McMurray Takes New WJBK-TV Sales Post

WJBK-TV Detroit has announced that Maurice E. McMurray, formerly station sales manager, has been named to the newly-created post of national sales manager for the outlet. Three other sales department changes were reported.

Keith McKenney, WJBK-TV sales staff member, has been appointed local sales manager. Reporting to him will be new staff additions W. J. Dickerson, previously with KENS-TV San Antonio, and Robert J. Crosswell, formerly with WCPO-TV Cincinnati.

WJR DRAMATIZES CONELRAD SYSTEM

CONELRAD, system of alternating the origin of broadcasts among a group of stations to prevent an enemy bomber from fixing on a radio beam as a guide to a target city, is explained and its use in civil defense dramatically illustrated in *No Second Chance*, quarter-hour program which WJR Detroit is broadcasting each day this week.

To make it available to all segments of the station's audience, WJR is scheduling each day's broadcast at a different time: today (Monday) at 11:30-11:45 p.m.; Tuesday at 12:45-1 p.m.; Wednesday at 10-10:15 a.m.; Thursday at 12:45-1 a.m.; Friday at 8:45-9 p.m.; Saturday at 9:15-9:30 a.m., and Sunday at 11:45 a.m.-12 noon.

The program, written and produced by WJR as a public service, was inspired by an editorial in B•T, Nov. 29, 1954, titled "Conelrad: Second Chance," which said, in part: "Broadcasters have invested $3 million of their hard-earned dollars in Conelrad. Civil Defense regards Conelrad as its crown jewel—its single greatest accomplishment. But the public doesn't know it. . . . Broadcasters carry a heavy responsibility. . . . They ought, without delay, to launch a campaign to tell the public what Conelrad is and how it operates."

Following the program's initial seven broadcasts over WJR, recordings are to be offered to the Michigan Civil Defense Office for distribution to other radio stations, or to civic, veteran and school groups, the station said. The program, written by Jack Kessler of the WJR script department, first explains the importance of Conelrad to the listener, then simulates a Conelrad alert and an enemy air raid.

Clyde Kittell Dies

FUNERAL services were held Friday for Clyde Kittell, 54, NBC newsman and pioneer announcer, who died last Wednesday at his home near Clinton, N. J. Mr. Kittell, suffering from a heart ailment for several months, was on leave of absence from the network. Mr. Kittell had been with NBC for almost 27 years, starting in 1929 at WGY Schenectady, an NBC affiliate, as an announcer. He is survived by his widow, a brother, Paul, and a sister, Mrs. Elizabeth K. Bradley.

WBVP Reports Record Sales

WBVP Beaver Falls, Pa., during 1954 had the highest number of time sales in its six-year history, Thomas B. Price, station manager, has reported. Local sales surpassed the 1953 figure by 4.1%, according to the station.

Says an auto dealer: **WONE provided a month's business in 3 days**

WONE

RONALD B. WOODYARD, PRESIDENT AND GENERAL MANAGER

One of the Nation's Great Independent Stations

980 KC • 5,000 WATTS
PHONE HEADLEY REED CO.

DAYTON, O.
"THE CITY BEAUTIFUL"

ADVENT of the transistor radio "gives dramatic proof of radio's continued vitality," said Edmund H. Rogers (l) partner in Gray & Rogers Adv., Philadelphia, when Ewie Blaine, KYW salesman, showed him a pocket receiver. KYW salesmen are dramatizing the radio-is-everywhere theme with the tiny portables.

Shawn Joins the Tv Corp. As Executive Assistant

MR. SHAWN

FRED SHAWN, veteran NBC radio-tv executive, has been appointed executive assistant to Henry P. Johnston, president and managing director of The Television Corp., licensee of WAPI-WAFM (FM)-WABT (TV) Birmingham., Ala., it was announced last week. As aide to the president, Mr. Shawn will work closely with all departments, emphasizing sales development.

Mr. Shawn's experience as an NBC executive is as follows: between 1948 and 1955 he was director of program administration for radio and tv and director of program-production operations and services; from 1945 to 1948 he was administrative assistant to the vice president in charge of programs. He also served as director of station relations for NBC Radio.

Judiciary Committee Hearing Covered by Chicago Outlets

ARMED with senatorial authority from the Illinois State Legislature, Chicago radio-tv broadcasters responded with recorded coverage of the Senate Judiciary Committee's stormy hearings on alleged political-criminal alliances in that city. Stations aired excerpted testimony during newscast and special programs.

Sen. T. MacDowning, committee chairman, had given the green light for tape recorders and film cameras to report any testimony for broadcast use as an "experiment" [B•T, March 21]. He approved a petition signed by WNBQ, WMAQ, WGN-AM-TV, WBBM-AM-TV, WLS. A separate request was filed by Bill Small, president of the Illinois News Broadcasters Assn. (Also see separate story on INBA.)

ONE OF THE

GREATEST SUCCESS STORIES

EVER TOLD!!

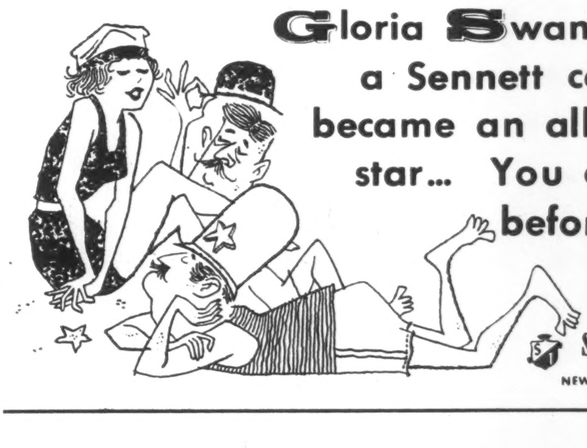
When Courtesy Motors, a Chicago Hudson dealer, began advertising on WGN-TV, they ranked 1,500th in the sales of Hudson cars.

Today, after 5½ years of advertising weekly on WGN-TV, Courtesy Motors has become not only the world's largest Hudson dealer — BUT SELLS MORE AUTOMOBILES THAN ANY OTHER DEALER IN THE WORLD!!

Take a tip from advertisers *who know*—for top results—it's WGN-TV in Chicago.

WGN-TV
Chicago 9

441 N. Michigan Avenue, Chicago 11, Illinois



Gloria Swanson started as a Sennett comedienne and became an all time dramatic star... You can see her before, and after, on

MOVIE MUSEUM

STERLING TELEVISION

NEW YORK CHICAGO DALLAS HOLLYWOOD

Garland Takes Sales Post With Phoenix-Tucson Stations

ROBERT C. GARLAND, former general manager of KOLD Yuma, Ariz., has been appointed to the newly created position of national sales manager of KOOL-AM-TV Phoenix and KOPO-AM-TV Tucson, it has been announced by Tom Chauncey, managing director of the stations which are owned by Gene Autry. Mr. Chauncey noted the separation of national sales from local sales was due to the expanding volume of national business placed on the four stations.

Mr. Garland will act as liaison between the stations and their national representatives—George P. Hollingbery Co. for television and Am Radio Sales Co. for radio. He graduated from Denver U. in 1949 and has had varied experience in radio, including announcing, sales and management. He also is a stockholder and director of the KOPO firm.

Mr. Garland will report to Charles H. Garland, KOOL-AM-TV general manager, and E. S. Mittendorf, KOPO-AM-TV general manager. William Connelly is general manager of local sales for KOOL-AM-TV and Paul Plunkett for KOPO-AM-TV.

All four stations will affiliate with CBS when KOOL-TV joins the network June 15, the station announced.

WFRV-TV Appoints Schulz

JOHN SCHULZ, account executive with NBC Tv Spot Sales in Chicago, has been appointed station manager of WFRV-TV Green Bay, Wis., it was reported last week. Mr. Schulz, who will assume his new duties on or about April 4 before the station begins operation, will report to Don Wirth, general manager of WFRV-TV.

EXTRA SALES & COVERAGE

NO EXTRA COST on KXLY-TV

Advertisers using KXLY-TV's BIG Parade of Products promotion not only experience gratifying sales gains in the immediate Spokane Market but enjoy BONUS sales in far outlying areas, due to KXLY-TV's tremendous TV coverage. Read what W. S. Bingham of Kelley-Clarke Food Brokers says about his principle.

"We received excellent cooperation from the jobbers and also the retailers and we consider your "Parade of Products" promotion on Walla Walla Asparagus to have been successful from every angle.

Walla Walla Canning Company also informs me they showed an increase, as well, in the Lewiston-Clarkston Area, The Idaho Panhandle, and even in Western Montana. There is no question in our minds but that the "Parade of Products" on this item gave a real impact to the whole area."

(Signed)
W. S. Bingham
Kelley-Clarke Company

Available at a discount when purchased in conjunction with the "XL" network.

SPOKANE KXLY-TV 4 WASHINGTON

RICHARD E. JONES
vice pres. & gen. mgr.

Rep.- AVERY-KNODEL
Moore & Lund: seattle, portland

Hoag-Blair Appoints Foote As Eastern Sales Manager

APPOINTMENT of Richard L. Foote, account executive of Hoag-Blair Co., New York, to the newly created position of eastern sales manager for the station representation firm, is being announced today (Monday) by Robert B. Hoag, president.

MR. FOOTE

Before joining Hoag-Blair when it was formed last year, Mr. Foote was an account executive with WFTL-TV Fort Lauderdale, Fla., and associated with the New York office of Forjoe & Co. He also was formerly assistant sales manager of Clinton Foods Inc., marketer of Snow Crop Frozen Foods.

Paul McNutt Dies

PAUL V. McNUTT, 64, former governor of Indiana, high commissioner to the Philippines and high Democratic Party official, died last Thursday, after six months illness. Mr. McNutt, with James R. Fleming, controlled the *Fort Wayne Journal Gazette*. They were also equal partners in Anthony Wayne Broadcasting Co., applicant for Fort Wayne's ch. 69. Following reversal of the hearing examiner's initial decision favoring Anthony Wayne, with the FCC granting WANE Fort Wayne the coveted frequency, Anthony Wayne appealed. The case is still in litigation.

STATION PEOPLE

Alan C. Tindal resigns as vice president, Springfield (Mass.) Tv Broadcasting Corp. [WWLP (TV) there], to devote fulltime to duties as president-general manager, WSPR Springfield. Mr. Tindal has been elected to board of directors, Springfield Tv Broadcasting Corp.

David M. Sacks, formerly assistant sales manager, KGO-AM-TV San Francisco, promoted to sales manager, **Allan W. Gilman,** station sales dept., becomes Mr. Sacks' assistant.

Clem Walters, formerly announcer-account executive, WAEB Allentown, Pa., to WBRE-TV Wilkes Barre, Pa., as advertising account executive.

Ed Hundley, formerly program director, KLWN Lawrence, Kan., appointed station manager, KTTN Trenton, Mo., whose target date is early April.

H. Taylor Vaden, formerly promotion director, WPTF Raleigh, N. C., to WCAU-TV Philadelphia, in similar capacity.

John-Carl Morgan, announcer-engineer-program director, WINC Winchester, Va., to WFVA Fredericksburg, Va., as general manager-chief engineer. Other changes at Richard Field Lewis Jr. stations include: **Phil Potter,** announcer, WSIG Mt. Jackson, Va., to WINC; **Bill Smith,** announcer, WFVA, to WINC; **Stan Marshall,** announcer, to WSIG; **Arch Harrison,** announcer, to WFVA, and **Jack Stellings,** announcer, to WHYL Carlisle, Pa.

Sidney E. Barger, formerly with WCPO-TV Cincinnati, has joined WLWC (TV) Columbus, Ohio, as executive producer.

GEORGE ROESNER (c), newly-named director, KPRC-AM-TV Houston farm dept., checks the stations' coverage area with M. K. Buchanan (r), who was appointed farm specialist by Mr. Roesner, and Jack Harris, vice president and general manager of the stations.

Bob Carlson, staff announcer, KIRX Kirksville, Mo., appointed program director.

Tom Decker, WVET-AM-TV Rochester, N. Y., named sports director.

Blaine Littell, formerly with CBS News and *New York Herald-Tribune,* appointed news bureau manager, WCBS-TV N. Y.

Bob Shafer, WCCO-TV Minneapolis news editor, named news bureau associate news director.

Don Padilla, WCCO-TV Minneapolis, formerly news and sports photography dept. head, named producer-director, station's business film dept.

Paul Mason appointed program director, WSSB Durham, N. C. He will be in charge of local news coverage, supervising 13 daily local newscasts.

Stelle White, conductor of women's show, WAIT Chicago to WJJD there, in same capacity.

Tom Edwards, formerly of WELI New Haven, Conn., to sales staff, WSGM Huntington, N. Y.

John Thayer, regional sales manager, KHOL-TV Kearney (Holdrege), Neb., to local sales staff, KBTV (TV) Denver.

Marie Blum appointed public relations director, WKDA Nashville, Tenn.

Francis Robbins, formerly news director, KDHL Fairbault, Minn., to WCCO Minneapolis, as news writer.

John McMurran, formerly advertising and promotion director, Marlo Packing Corp., S. F., to KSFO sales dept., there.

Pete Franklin, former sports writer, *Newport News* (Va.) *Times Herald,* to sales staff, WVEC-TV Hampton, Va.

Jim Sullivan to WCCO-TV Minneapolis news staff as cameraman-reporter.

Dallas Spencer has joined KCOW Alliance, Neb., as announcer-operator and **Dick Feldman** and **Ken Dietrich** have become station staff announcer and account service man, respectively.

Bill Elliot, formerly disc m.c., WCNH Quincy, Fla., to WWRL New York to conduct *Spanish Night Patrol.*

Jeff Solem, announcer, KELO-AM-TV Sioux Falls, S. D., to WNAX Yankton, S. D., in similar capacity.

Michael Stanley, announcer-disc m.c., WGBB Freeport, N. Y., to news and announcing staff, WJOC Jamestown, N. Y.

Jeanne Conklin, record librarian, KHJ Hollywood, and William Vivatson were married March 11.

Marilyn Miller, traffic dept., KCBS San Francisco, will marry George Swett Jr., April 16.

Will Dougherty, executive vice president and general manager, WDOK Cleveland, father of girl, Lorraine.

William C. Goodnow, account executive, WXIX (TV) Milwaukee, father of girl, March 17.

Clyde Moody, director of folk music, WDVA Danville, Va., father of girl, Susan Lynn.

Arnold Snyder, news director, WTTM Trenton, N. J., father of boy, Scott Lawrence.

Robert G. Peters, chief auditor, WPTZ (TV) Philadelphia, father of boy, Kenneth Alan.

Bernard Phaneuf, engineer, KNXT (TV) Hollywood, father of boy, Donald Harrison Farnsworth.

William Noethens, engineering staff, KNXT (TV) Hollywood, father of girl, Vanna Rose, March 1.

Bill Lydle, salesman, KOA Denver, father of girl, Janet Kay; **Heyward Siddons,** KOA-TV director, father of boy, Philip Kemble.

Larry Haeg, general manager, WCCO Minneapolis-St. Paul, father of boy, Mark.

Anita Gordon, featured vocalist, KTLA (TV) Hollywood's *Bandstand Revue,* making musical short for Universal International Studios.

Robert J. McAndrews, vice president and commercial manager, John Poole Broadcasting Co., Hollywood, addresses annual convention of Oregon State Broadcasters Assn., April 2, in Eugene, Ore., on "Promoting Radio in the Mature Tv Market."

Cliff Hendrix, operations director, KCSJ Pueblo, Colo., appointed director of publicity, Colorado State Fair.

Lester W. Lindow, vice president-general manager, WFDF Flint, Mich., elected vice president and re-elected board member, Flint Rotary Club.

Galen Gilbert, manager, KSTV Stephenville, Tex., elected president, Stephenville Rotary Club for 1955-56; **Lee Jeter,** KSTV music staff, elected president, Stephenville Music Club for 1955.

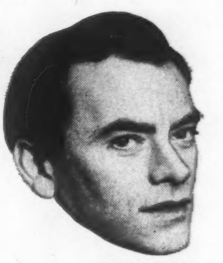
REPRESENTATIVE PEOPLE

Robert L. Schuessler, formerly with *Atlanta Journal* and *Los Angeles Mirror,* named new sales representative, George P. Hollingbery Co., Atlanta.

MR. SCHUESSLER

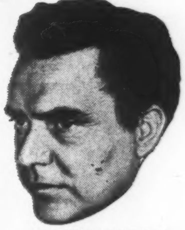
Harry B. Simmons, formerly with NBC-TV sales dept., appointed by Bolling Co., as account executive with station representation firm.

Four big reasons why you should buy



WALTER SLEZAK

MERLE OBERON



PLAYHOUSE

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

52 star-spangled films, paced by top names from Hollywood and Broadway...great scripts...superb direction by Roy Kellino, Ted Post, and others. If you want to make a real impression, this is for you!

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.
CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

I'M JOE FLOYD . . .

I MAKE NEW
FRIENDS EVERY DAY

101,690 at latest count. That's the number of families who dial KELO-TV, the greater. Sioux Empire's pet entertainment medium and shopping guide. Want to meet these friendly folks, too? They're great spenders . . . and getting them to spend your way is simple as flashing your message on KELO.

AND NOW
INTER-CONNECTED
For Even Greater Service to Advertisers

KELO TV
and Radio

Channel 11 – Sioux Falls, S. D.
JOE FLOYD, President
NBC (TV) PRIMARY
ABC • CBS • DUMONT
NBC (Radio) Affiliate

CBS 1954 GROSS, NET, 'HIGHEST IN HISTORY'

Sales of minority interests in stations help swell gross revenue to $373,380,139, net income to $11,414,645.

ANNUAL report of CBS Inc., distributed to stockholders last week, showed that gross revenues and sales for 1954 amounted to $373,380,139, "the highest in history," and 18.9% larger than in 1953.

Consolidated net income was reported at the record high of $11,414,645, equal to $4.85 per share on the average of 2,353,312 shares outstanding, as compared with $8,894,642, equal to $3.80 per share on the 2,340,896 shares outstanding during 1953. Cash dividends of $1.90 per share, including a special year-end dividend of $.30 per share, were paid during the year, and an additional stock dividend of 2% was paid on Dec. 20, 1954.

The report showed that in addition to income from normal operations, the company realized non-recurring capital gains in the amount of $5,302,181 after provision for taxes. These capital gains, it was said, resulted principally from the sale of the company's minority interests in corporations owning radio and television stations.

CBS Inc. proxy statement, released simultaneously with the annual report, noted that principal stockholders in the corporation include William S. Paley, chairman of the board, with 39,281 Class A shares and 226,950 Class B shares, and Frank Stanton, president, with 44,686 Class A shares and 10,225 Class B shares.

The proxy statement also showed that remuneration paid to officers and directors of CBS Inc. during 1954 amounted to $1,666,539.16, with commentator Edward R. Murrow listed as the highest-priced with $306,611.78. This did not include $105,600 in royalties paid during 1954 to Person to Person Inc., as assignee of Mr. Murrow.

Quarter-million to Stanton

Other salary payments to officers and directors included: Mr. Stanton, $250,836.16; Mr. Paley, $200,000.16; J. L. Van Volkenburg, president of CBS-TV, $101,250; James B. Conkling, president of Columbia Records, $72,499.92; Adrian Murphy, president of CBS Radio, $65,000.08; Charles F. Stromeyer, president of CBS-Hytron, $54,807.30; Seymour Mintz, president of CBS-Columbia, $51,346.22.

It was reported in the proxy statement that on March 10, 1954, the board of directors granted an option to Messrs. Conkling, Mintz, Murphy, Stromeyer and Van Volkenburg to purchase 2,500 shares each of Class A stock, $2.50 par vaue, with the price at which these options may be exercised set at $45.24 per share. It was pointed out that except in the case of Mr. Mintz, the options were granted on the basis of "past services and loyalty" to the corporation, so that "a proprietary interest in the corporation might be acquired by the grantees as an incentive in the performance of services" to CBS Inc. Mr. Mintz, who had been recently employed by the corporation on the date the options were granted, was given the option opportunity so that "a proprietary interest might be acquired."

"On Oct. 18, 1954," the proxy stated, "Frank Stanton, president of the corporation, exercised options to purchase an aggregate of 7,000 shares of Class B stock, $2.50 par value, of the corporation, and an aggregate of 43,000 shares of the Class A stock, $2.50 par value, of the corporation. The purchase price was $24.75 per share for the Class B stock, $26.65 per share for 10,000 shares of the Class A stock and $38.25 per share for 33,000 shares of the Class A stock. The highest sales prices of the Class A and Class B stock on the New York Stock Exchange on Oct. 18, 1954, were, respectively, $72.25 and $71.625.

"In January of 1953, Richard S. Salant, a vice president, who is not a director of the corporation, borrowed $19,000 from the corporation on a non-interest bearing demand note. $12,500 of such indebtedness was outstanding as of March 3, 1955."

The proxy statement said that a proposal will be made at the stockholders' meeting to be held in New York on April 25 to increase the capital stock of the corporation to $30 million; increase the authorized number of shares to 12 million, and change each of the issued shares of stock into three shares of the same class and of the same par value. Class A and Class B directors for the ensuing year also will be elected at the meeting.

Tv Termed 'Outstanding'

The annual report called CBS-TV's record during 1954 "outstanding," pointing out that its gross volume of sales rose 50% over 1953 to become "the world's largest advertising medium." It noted that although CBS Radio's sales had declined, the network's gross volume was "almost 60% higher than that of its nearest competitor."

Both CBS-Hytron and CBS-Columbia did not operate profitably in 1955, the report said, attributing this condition to "severe price competition in tubes and receiving sets" and to development costs for color tv picture tubes and receiver sets. Columbia Records held its position in phonograph record sales, the report noted, and increased its sales of phonographs by almost 25% over 1953.

In information provided about station purchases and applications, stockholders were ad-

CBS '53 Income

CBS grossed more than $200 million in 1953, of which $124.5 million came from tv, $66 million from radio and $23.4 million from records, manufacturing and other sources.

This was reported by CBS in the four-applicant contest for St. Louis ch. 11 and used by St. Louis Telecast Inc. in its proposed findings filed a fortnight ago.

The St. Louis Telecast document also showed that CBS grossed $23.6 million from its owned and operated tv stations and $2.3 million from its o&o radio stations. In 1953, CBS owned WCBS-TV New York, KNXT (TV) Los Angeles, 47% of WCCO-TV Minneapolis and 45% of WTOP-TV Washington. It owned radio stations in New York, Chicago, Los Angeles, San Francisco, St. Louis and Boston and had minority interests in radio stations in Pittsburgh, Minneapolis and Washington.

CBS' 1953 net income before taxes was $21,394,000, St. Louis Telecast said. Although the exact figures for tv and radio were not ascertained, St. Louis Telecast said, 66% of the tv income came from owned and operated stations, 34% from network operation, and 56% of radio income came from owned and operated stations and 44% from network.

vised of the purchase of WOKY-TV Milwaukee (ch. 19), and of a contract to purchase WSTV-TV Steubenville, Ohio. The purchase contract is contingent upon FCC approval of a change in the transmitter location of the station to a point near Pittsburgh so that the station will be able to serve Pittsburgh, as well as the surrounding tri-state area.

In manufacturing, CBS-Hytron introduced during 1954 the CBS-Colortron "205," described as the first, large-size, mass-produced color tube. It was pointed out that color tube has been incorporated into CBS color receivers manufactured by CBS-Columbia.

A statement included in the report from Adrian Murphy, president of CBS Radio, asserted that radio will "retain a permanent and important place in American life," and CBS Radio will "continue to contribute to the profits of the company, although perhaps to a lesser degree than in the past." Mr. Murphy observed that although two families in three have acquired a television set since 1948, the amount of time the nation spends with radio has diminished less than 25%.

Managerial announcements contained in the report were of the election of William C. Fitts Jr., director of labor relations, as vice president in charge of labor relations; Sig Mickelson, director of news and public affairs for CBS-TV, as vice president of CBS' news and public affairs department; Louis Hausman, vice president of CBS-Columbia, as vice president to work on special assignments. The report noted that Dorsey Richardson, who has served as a director of CBS for 21 years, has asked that he not be nominated for re-election, and management is honoring his request "with deep regret."

CBS-Columbia Industrial Tv Orders Reach $5 Million

SINCE CBS-Columbia, Long Island City, manufacturing subsidiary of CBS, announced its entrance into the industrial tv field five months ago, $5 million in orders have been received by the firm. Seymour Mintz, president, and Robert K. Hartman, vice president in charge of the government and industrial division, announced last week. The industrial tv field includes the manufacture of military electronics products.

Mr. Mintz expressed confidence the firm would better its position in the field before the end of the year. Because the company was late in entering the military electronics field, Mr. Hartman said, efforts would be made to develop new electronic devices for the Army and Navy "and then sell them aggressively instead of waiting for the government to seek it out."

The company already has done this with two devices, he said. One is the "handi-talkie," which he described as an improved version of the "walkie-talkie," and the other is a new shipboard transmitter.

Currently, CBS-Columbia is negotiating with the Signal Corps for acceptance of what it believes is the first application of closed-circuit color tv of tactical military problems.

SRI Working on Transistors

UNDER sponsorship of RCA, Stanford Research Institute has been working for the past three years "on the general problem of applying transistors to television receivers," SRI said last week in its annual report for 1954.

"The particular problem chosen," the report said, "is the adaptation of transistors to a color-decoder circuit. This is the circuit that accepts the video signal and unscrambles it into the three signals—red, green, blue—for the color-picture tube.

DuMont Aids Industry

SYSTEMS ENGINEERING group has been established by the Allen B. DuMont Labs to assist industry through the use of electronic techniques. As announced last week by Dr. P. S. Christaldi, manager of the Instrument Div. of DuMont Labs, the new group has been set up to investigate specific problems in manufacturing processes and to make recommendations for their solution, either by designing new, automatic, electronically-controlled equipment or by integrating electronic control systems into existing installations. DuMont's decision to organize the group, Dr. Christaldi said, stemmed from "a growing number of requests" from manufacturers and the government for assistance.

Zenith Reports Sales Drop, Increased Profit in 1954

ZENITH, in its 1954 annual report, indicated consolidated net profits of $5,676,264, $11.53 per share, compared to $5,631,701 net profits, $11.44 per share, in 1953.

Net sales in 1954 were $138.6 million and in 1953 were $166.7 million. In its report, Zenith partly attributed its success last year to an "aggressive" advertising program which included sponsorship of the NCAA football games on ABC-TV and co-sponsorship of CBS-TV's *Omnibus.*

The report stated the company's belief that "the backbone of the industry in the foreseeable future will be the sale of substantial quantities of radio receivers and of larger black-and-white tv receivers." Color tv, one of the reasons cited for depressed 1954 first-half Zenith operations, was still not perfected enough for mass production at reasonable prices, the report said.

Part of the net profit rise was due to $270,000 derived from the sale of television transmitter equipment to CBS, following its compromise with the network in competing applications for Chicago's ch. 2. Zenith's use of *Omnibus* for advertising also stemmed from this arrangement.

Mitchell Sees Output Surge

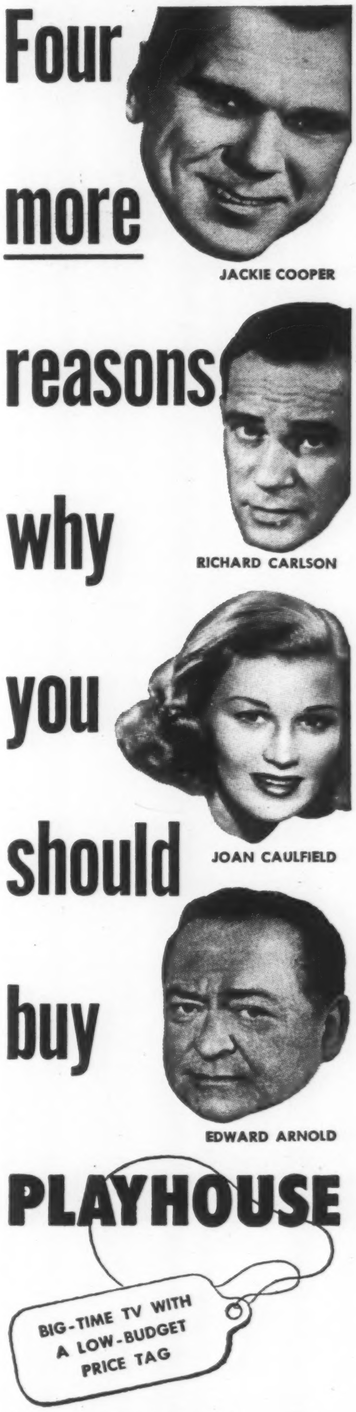
INCREASE in the nation's productivity by at least 40% during the next decade was predicted last Thursday by Don G. Mitchell, chairman and president of Sylvania Electric Products Inc., in an address delivered before the Detroit chapter of the National Assn. of Cost Accountants. Mr. Mitchell said increased mechanization throughout industry will be responsible for the gain.

Although industrial and commercial electronics now represents a volume of about $600 million a year, the figure may reach $1 billion by 1960 or even sooner, he said.

Arvin Halts Tv Production

ARVIN Industries Inc., Columbus, Ind., has ceased production of television receivers because it feels it can better employ its resources in certain electronic pursuits better fitted to its assembly lines, it was reported last week.

Glenn W. Thompson, Arvin president, was quoted as saying that his company has found "that the rewards are insufficient for the time, energy and capital required," despite an expansion of plant facilities in three cities. He said that new products would be added in all of the company's respective divisions.



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Programming
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John Blair man
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WLS
The PRAIRIE FARMER STATION
CHICAGO 7
890 KILOCYCLES · 50,000 WATTS · ABC NETWORK

Verdict of Guilty Returned In Radio-Tv Tube Fraud Case

COURT of special sessions in Brooklyn last week found an electronics company and two of its officials guilty of fraudulent practices in the sale of radio and television tubes. The maximum penalty is a year in prison.

The verdict against Barrack Electronics Inc., Brooklyn, and Isidore Barrack and Bernard Wasserman, president and secretary, respectively, of the company, came several weeks after a New York state-wide conference was held to examine complaints of "fraudulent" radio-tv advertising, as well as alleged "gyp" practices among radio-tv set repairmen [B•T, March 21].

The defendants were accused of reconditioning used tubes and reselling them to the public as new tubes.

January Radio, Tv Set Sales In Usual Post-Christmas Dip

RADIO AND TV sales took their customary post-Christmas dip in January, according to Radio - Electronics - Television Manufacturers Assn.

Radio sales for the first 1955 month totaled 474,947, compared to 5-week December's 1,158,588 and January 1954's 310,623. These do not include automobile receivers.

Tv sales for January were 647,585, compared to 1,093,702 in December and 731,917 for 1954's January.

Motorola to Exploit Research

RESEARCH in color television will be exploited by Motorola Inc., Chicago radio-tv set manufacturer, in an advertising campaign designed to promote the sale of monochrome receivers, the company has reported. At the same time, Motorola announced a 7% increase in its net income and a drop in net sales in 1954 compared with the previous year. Fourth-quarter sales last year rose, however, to rank as the largest for that period in the firm's history.

The account is handled by Leo Burnett Co., Chicago, which conducted a tv set customer study on which the campaign is based. Sample of 500 homes was taken in New York, Chicago and Los Angeles. Motorola will supplement a newspaper ad campaign with filmed spots and suggested radio spot announcements at the distributor level.

Raytheon Earnings Rise

RAYTHEON Mfg. Co., Waltham, Mass., has reported net earnings of $1,197,000 on sales of $46,545,000 for third quarter of fiscal year, equivalent to $.48 per share on common stock. Net earnings for nine-month period listed at $3,592,000, or $1.44 per share, on sales of $139,552,000, as compared with net earnings of $2,703,000, or $1.07 per share, on sales of $126,242,000 for corresponding period of last fiscal year.

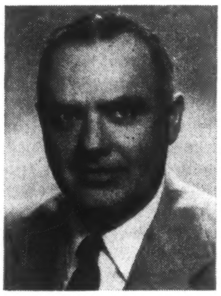
Transmitting Equipment

TRANSMITTER ORDERS

Station		Power	Band	Use
Gates Radio Co.				
KBCH	Ocean Lake, Ore.	250 w.	am	new station
WSTV	Steubenville, Ohio	250 w	am	replacement
KCAR	Clarksville, Ohio	500 w	am	new station
WAPL	Appleton, Wis.	1 kw	am	replacement
KHBM	Monticello, Ark.	1 kw	am	new station
WVNA	Tuscumbia, Ala.	5 kw	am	new station
WCOJ	Coatesville, Pa.	5 kw	am	power increase
KPMC	Bakersfield, Calif.	10 kw	am	power increase

OTHER EQUIPMENT: RCA has reported shipments of a 25 kw amplifier to KOAM-TV Pittsburg, Kan. (ch. 7) and a 12-bay superturnstile antenna to WBRZ (TV) Baton Rouge, La. (ch. 2).

MANUFACTURING PEOPLE



MR. GILLIES

Joseph H. Gillies, vice president and general manager, government & industrial div., Philco Corp., assumes additional duties of vice president in charge of manufacturing.

Louis F. Weyand, executive vice president and director, Minnesota Mining & Mfg. Co., St. Paul, appointed sale director succeeding **George H. Halpin,** executive vice president and board member, who will remain as consultant on sales and operating problems.

MR. LEGLER

John C. Legler, formerly vice president and copy chief, defunct Cecil & Presbrey Inc., N. Y., to Electronics Corp. of America, as director of advertising and public relations.

William O. Hamlin, formerly technical editor of *Sylvania News,* named supervisor of technical information service, CBS - Hytron, Danvers, Mass.

Robert Raynor, sales manager, Clear Beam Antenna Corp., L. A., adds duties as sales promotion manager.

A. William Christopher Jr., formerly government relations and commercial products manager, Trad Television Corp., to Sylvania Electric Products Inc., N. Y., as field representative, electronic systems div.

MANUFACTURING SHORTS

Capehart-Farnsworth Co., Fort Wayne, Ind., has added new 21-in. console with the "Comet" chassis to its "Big 5 For 1955" line of television receivers. Model is available in vhf and all-channel tuner versions. Suggested list price is $299.95.

Schwander Co., St. Louis, has been named distributor of Stromberg-Carlson products in eastern Missouri and southern Illinois.

Kay Lab, San Diego, Calif., announces a new camera chain consisting of a small vidicon camera, camera control and remote control panel. The firm claims for its equipment technical advantages not available elsewhere in addition to light weight, simplicity of operation, low initial and maintenance costs.

Altec Lansing Corp., N. Y., has issued engineering catalog covering information on all the company's engineering sound products. The 36-page catalog covers am-fm tuners, transcription reproduction arms, 12 different broadcast, public address and scientific microphones, 20 amplifiers and preamplifiers, power supplies, control consoles, 19 different speakers, horns, cabinets and matching transformers. The catalog is available from the company at 9356 Santa Monica Blvd., Beverly Hills, Calif., or 161 Sixth Ave., New York 13.

DTN Appoints Coe As Lyford Successor

RESIGNATION of Elmore B. (Buck) Lyford as director of station relations for the DuMont Television Network and the promotion of Robert L. Coe to succeed him [B•T, March 21] were announced last week by Ted Bergmann, managing director of the network.

The changes were effective immediately. Mr. Lyford's plans were not announced but DuMont said he is known to be considering another executive position in the industry.

MR. COE MR. LYFORD

Mr. Coe, manager of station relations for DuMont since January 1952, has been in broadcasting for more than 30 years, starting with KSD St. Louis in 1922.

NBC-TV Slates Two More Broadway Productions

NBC-TV has scheduled two more productions, fresh off Broadway and with seasoned casts.

The network has slated "The Saint of Bleecker Street," the Gian-Carlo Menotti opera now playing at the Broadway Theatre, for May 15 (Sunday) at 3:30-5 p.m. EST. As in the procedure with "Peter Pan," NBC-TV will originate the production in a tv studio and not at a theatre. It will feature the same Broadway cast. Not clear, however, was whether the show will close its twice-extended Broadway run before the tv debut.

Also slated by NBC-TV is the Broadway play, "The Southwest Corner," which closed March 5. It has been scheduled as the March 30 feature of the weekly *Kraft Television Theatre* (Wednesdays, 9-10 p.m. EST). Although the same Broadway cast will appear, the tv production will be an adaptation by John Cecil Holm who wrote the play. Some 90 minutes of the stage version will be eliminated for the hour-long tv presentation.

NBC-TV said no decision has been made on whether the shows will be telecast in color. Also unannounced was plans for sponsorship of "Bleecker Street." J. Walter Thompson, New York, agency for Kraft, also released various days and times that the telecast will be seen on a delayed basis on 11 stations, most of them on the West Coast.

New 'Breakfast Club' Planned

A CONDENSED half-hour version of Don McNeill's *Breakfast Club* will be started on ABC Radio June 18 under sponsorship of Ball Bros. Co., Muncie, Ind. (home canning jars, lids), it has been announced. Titled *Don McNeill's Breakfast Club Review*, the program will be aired each Saturday and will include interviews, comedy and music highlights from the Monday-Friday early morning series. A 13-week contract has been placed through Applegate Adv. Agency in Muncie. No time has been set by the network.

'Oscar' Briefing Held

PLANS for NBC's radio and television coverage of the 1955 awards of the Academy of Motion Picture Arts & Sciences on Wednesday (10:30-12 midnight EST) were discussed last week on a closed-circuit broadcast carried on 199 NBC Radio stations.

Broadcast was presented for network and station personnel, newsmen, and officials of Oldsmobile and D. P. Brother Co., sponsor and agency of the "Oscar" coverage. The closed-circuit program emanated from Hollywood and New York.

NBC's coverage of the presentations will be carried on 199 radio stations, 151 tv outlets and eight Canadian tv stations.

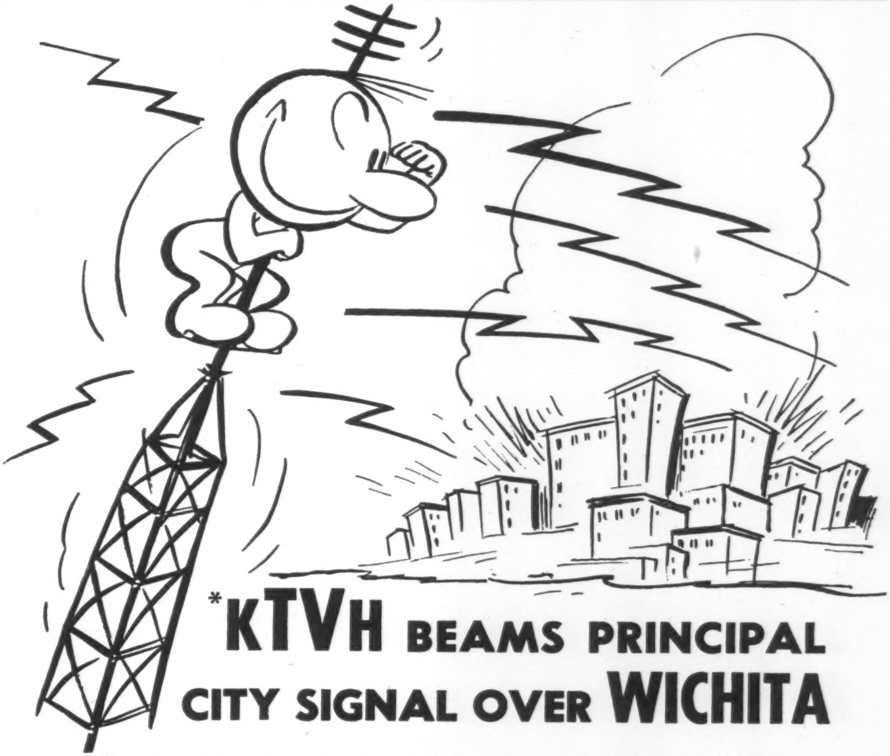
DuMont Network Lineup Faces Further Reduction

NETWORKING of DuMont Television Network was reported dwindling last week, with some nine programs still on a network basis.

Two additional sponsors will drop out during April, with questions as to when or if the shows would be picked up again.

Recurring reports that Admiral Corp. might drop Bishop Fulton J. Sheen's *Life Is Worth Living* were discounted by company spokesmen, but the prospect was held out that the series may switch next fall to another network.

Admiral has an option (its second one) to pick up the fall series by June and reported itself receptive to a renewal of the prelate,



*KTVH BEAMS PRINCIPAL CITY SIGNAL OVER WICHITA

Recent *ARB* and *PULSE* reports prove, more conclusively than ever, **KTVH** popularity in the Wichita Area. Both the Wichita *ARB* and the **KTVH** area *PULSE* show at least seven out of ten leading film shows and seven out of ten leading network shows on **KTVH.**

KTVH programming and strength of signal offer you a profitable combination. *Take advantage of it, today!*

*Recent report from the FCC states that KTVH has a principal city signal over Wichita.

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KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, *General Manager.*

dependent upon what negotiations are worked out with DuMont, which has Bishop Sheen under contract. Reports that Admiral and the Bishop will go separate ways after the current series ends April 26 were emphatically denied.

The second DuMont stanza involves the Chicago Symphony Orchestra, which ends its current season on some 30 or 40 stations April 6. The series is sponsored in Chicago by the Chicago Title & Trust Co. and offered as a co-op feature in other markets. Firm has sponsored the symphony on the air for 10 years, the last two on DuMont. It was understood heavy line charges dictated the decision to drop it off the network. It has not been renewed (on WGN-TV Chicago) as yet.

Webb Signed for 10 Years

TEN-YEAR contract between NBC and Mark VII Ltd. for the exclusive services of Jack Webb, creator-producer-director-star of *Dragnet* on NBC radio and television, was announced last Wednesday by Sylvester L. Weaver Jr., president of NBC. Another contract was concluded with Sherry Tv Inc., owner of the *Dragnet* properties, granting NBC exclusive rights to *Dragnet* radio and television for a 10-year period. Mr. Weaver also said that in addition to *Dragnet*, Mark VII will create other tv properties for NBC in which Mr. Webb will appear. The production firm is now producing a feature-length motion picture, "Pete Kelly's Blues," in which Mr. Webb will star as a New Orleans jazz man. A tv series based on the motion picture is in the planning stage for possible showing on NBC-TV.

Bannister Sees Color Tv As Aid to U. S. Economy

IN the pattern of radio and black-and-white television, color tv will help boom the U. S. economy and keep raising the standard of living in this country.

This evaluation of color television was offered last Friday by Harry Bannister, vice president of station relations for NBC, in a talk before the national convention of Electrical Women at the Hotel Statler in Detroit. Mr. Bannister traced the "dynamic role" that broadcasting has played in helping to meet America's economic crises from post-World War I to the present, and predicted that color tv will help "push America's economy to new heights."

Aside from its role in the economic life of America, Mr. Bannister said, television is contributing to "an ever-upward movement socially and culturally." He called tv "the first of the great modern inventions to bring people back into the home and keep them there."

Most Radio Network Sales Now Are Short Time Units

NETWORK RADIO is attempting to meet the challenge of declining revenues through a formula of offering multiple programs and shorter time period buys, Thomas F. O'Neil, president and chairman of the board of Mutual, told a meeting of the American Marketing Assn. in Pittsburgh last Thursday.

Mr. O'Neil stressed that the trend toward shorter time period purchases is becoming "more marked," adding that in February 1955, 15-minute programs accounted for 52% of all segments sold; five-minute broadcasts, 21%, and one-minute participations, 12%. In 1946, Mr. O'Neil observed, 15-minute shows were the "most popular" segments of network advertisers, numbering 29%; half-hour broadcasts amounted to 29% and segments of less than 15 minutes were "almost non-existent," totaling 2½% of all segments sold.

The rise of these "splinter" sales has placed more responsibility on the network with respect to selecting and presenting programs "best suited to attract the substantial audiences advertisers require and at the same time best complement the programming of the individual stations themselves," Mr. O'Neil said.

Court Upholds Tv Show's Access to Public Records

MILLION DOLLAR suit for invasion of privacy by NBC has been denied by Washington District Court on grounds that a 1952 *Big Story* telecast did not constitute a basis for legal injury.

District Court Judge R. B. Keech said that the telecast was based on public records, in fictionalized form. Thus, Judge Keech said, no damage was done to the person portrayed.

Appeal to a higher court is being contemplated.

Suit was brought by Charles S. Bernstein, convicted murderer, later pardoned. The tv story told of the work by Martha Strayer, then *Washington Daily News* reporter, in uncovering evidence helpful in winning pardon. All true names, except Miss Strayer's, were withheld. The decision is one of the first regarding tv's right to use public records in programs.

Disney Plans More 'Crockett'

NEW SERIES of four programs for next season's *Disneyland*, weekly hour show on ABC-TV, will be "The Legends of Davy Crockett," according to the network and Walt Disney, creator of *Disneyland*. The first of the four hour-long telecasts will be shown Sept. 14.

Fess Parker, who originated the role, will again star as Davy Crockett with Buddy Ebsen as his friend George Russell. The new cycle will depict the hero's fictional exploits rather than his factual experiences as presented in Mr. Disney's recent programs on the American pioneer-patriot.

WLOF Drops Mutual Tie

AN INDEPENDENT program format, based on time, news and temperature, has been adopted by WLOF Orlando, Fla., after dropping its Mutual affiliation March 9, Donn Colee, vice president and general manager, has announced. The new schedule will feature 36 news broadcasts a day, along with 19 hours of music built around station personalities. WORZ there, NBC affiliate, has added MBS.

NETWORK PEOPLE

Janet Tighe, publicist, NBC Hollywood, to Ralph Edwards Productions, same city, in similar position. **Norman Frisch,** reporter, *Daily Variety,* Hollywood, succeeds Mrs. Tighe.

Roger Lyons, director of religious programming, Voice of America, to NBC, New York, as supervisor of religious programs, replacing **Marilyn Kaemmerle,** on leave of absence.

Peter Hackes, radio-tv newscaster, CBS Washington, father of girl, Carole Austin.

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BILLINGS, MONTANA

GOVERNMENT-BROADCASTER RELATIONS HIGHLIGHT 30TH CARTB CONVENTION

Canadian association, meeting in Quebec, is told that announcers should be called air salesmen. Tv commentator asserts that control of media of communication by political forces presents danger.

REPORTS of more friendly relations with all phases of government, from the Canadian Cabinet down, highlighted the 30th annual convention of the Canadian Assn. of Radio & Television Broadcasters at Quebec, which closed Wednesday. Television, local radio sales, further negotiations with the Canadian Broadcasting Corp. for changes in regulations, and a decision to continue to secure recognition of radio and television as electronic publishing highlighted the closed business sessions.

Canadian broadcasters decided to continue efforts for legislation to place all telecommunications under one body, separate from any body operating communications, with provision in such legislation for a court of appeals on questions of fact and law. They unanimously agreed to press the fight to obtain licenses for private citizens to operate television stations in all Canadian markets.

More public relations for independent radio and television is planned by CARTB including the establishment of public relations facilities at the association's Ottawa head-office, securing more feature stories in Canadian weekly and industrial publications and wide use of broadcast facilities.

Sales occupied the Wednesday sessions, starting with a retail sales clinic at which a large number of broadcasters swapped successful local sales methods. These dealt with the necessity to program on a magazine format to attract listeners at the same time and same day every week for particular feature programs. The broadcasters were urged to study competing media, to become real salesmen of radio advertising and to maintain faith in their medium.

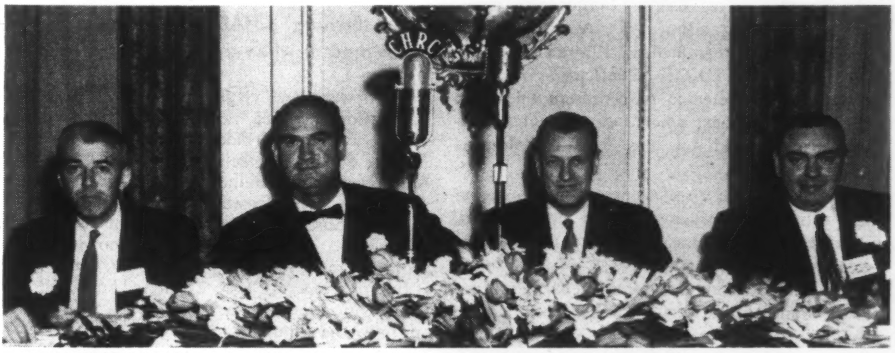
How stations sold department stores throughout Canada, how to check prospects for radio advertising, how to solicit business from financial institutions, and gimmicks used to sell special programs and seasonal features as Christmas shopping guides, also were reviewed.

Increasing local sales was the topic of Joe Ward, Advertising Research Bureau, Seattle. He told the group in detail how to sell department stores, how to program for retail stores, how to show local stores ways and means radio can be an effective selling medium for them. He emphasized that announcers be called air salesmen and that sales messages for retail stores should be written for ear, not copied from newspapers. He felt the time was ripe in Canada for a dramatic sales effectiveness study on radio to show its impact.

CARTB's new sales director, Charles Fenton, demonstrated for the first time a new radio presentation for national advertisers, using visual card and tape-recorded methods. He also showed types of mailing matter which the CARTB sales department will distribute to national advertisers in selling radio.

"Radio and television are today the most powerful influences in the world in shaping personality, producing an informed citizenry and establishing the manners and tastes of the public," Dr. Marcus Long, U. of Toronto philosophy professor and nationally-known television commentator, told the Canadian broadcasters at the closing session. He reviewed restrictions placed on radio and television in the name of "freedom" under Canadian radio legislation, pointing out how all political parties were involved.

He stated that "control of media of communication by political forces, no matter how justified the reasons may be, can be both an actual and potential danger. Freedom is vital to democracy and freedom is always endangered where government demands more control than it actually needs. An independent commission to regulate all radio and television services in Canada could accomplish what is necessary while keeping government control to a minimum. You have power to shape the thinking and personality of Canadians. The Massey



SPEAKER'S TABLE at the CARTB annual dinner, held at the Chateau Frontenac, included (l to r): Finlay McDonald, retiring CARTB president; Tom F. O'Neil, president, Mutual Broadcasting System, guest speaker; Jack Davidson, new president of CARTB and dinner chairman, and Don Jamieson, CJON-AM-TV St. John's, Nfld.

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Commission felt you would misuse this power. Presumably the Canadian government still believes it. Your problem is to convince them that you won't. If you fail to do so you will justify arguments of those who feel you should either be eliminated or seriously restricted, you will supply conditions for the death of freedom and the death of your own opportunities."

More than 400 persons attended the convention, largest in the 30-year history of the CARTB. It was held at the Chateau Frontenac, Quebec, March 21-23.

Davidson Elected

Jack Davidson, CKGB Timmins, was elected president, and J. A. Dupont, CJAD Montreal, vice president, of an enlarged board of directors now totalling 18 members. Directors elected at a closed business session Tuesday afternoon were F. A. Lynds, CKCW-AM-TV Moncton; John Hirtle, CKBW Bridgewater; George Cromwell, CHSJ-AM-TV St. John; F. B. Ricard, CHNO Sudbury; Henri Lepage, CHRC and CFCM-TV Quebec; D. A. Gourd, CKRN Rouyn; Rene Lapointe, CKBL Matane; W. Slatter, CJOY Guelph; J. E. Campeau, CKLW-AM-TV Windsor-Detroit; W. T. Cruickshank, CKNX Wingham; J. S. Boyling, CHAB Moose Jaw; Gerry Gaetz, CJCA Edmonton; J. B. Craig, CKX Brandon; H. A. Crittenden, CKCK-AM-TV Regina; F. H. Elphicke, CKWX Vancouver and CKOK Penticton. A 19th member will be elected to represent television on the Pacific Coast when independent tv stations are licensed for the British Columbia province.

In opening the convention Monday morning, retiring President Finlay MacDonald, CJCH Halifax, emphasized that a new pattern is emerging in Canada as result of the growth of television stations in the past year. Eighteen independent tv stations are now members of CARTB. He reported that the overall broadcasting picture showed a healthy increase in local business development. He welcomed 11 new members, bringing CARTB membership to 145 stations.

Frank Owen, columnist of the London, England, *Daily Express,* who flew to the CARTB meeting, was keynote speaker. He brought Canadian broadcasters and their American guests a report on the latest developments in British television, emphasizing five restrictions in effect in Great Britain on freedom of the spoken word and visual appearance. The latest restriction, he said, is the recently passed government order forbidding discussion on radio and tv of vital subjects within 14 days of being discussed in Parliament. Mr. Owen pointed out that broadcasting has already taught masses more than they learned at school, and that radio and tv can spread knowledge and sound a warning bell against further restrictions on freedom. He explained in detail how British commercial tv will work and discussed pitfalls and quarrels which already have arisen among the Independent Television Authority and program companies in London, Manchester and Birmingham.

NEW MEMBERS of the board of directors for the Canadian Assn. of Radio & Television Broadcasters, are (l to r): seated, Henri Lepage, CHRC and CFCM-TV Quebec; John Hirtle, CKBW Bridgewater; Vice President J. A. Dupont, CJAD Montreal; President Jack Davidson, CKGB Timmins; Rene Lapointe, CKBL Matane; George Cromwell, CHSJ-AM-TV St. John; D. A. Gourd, CKRN Rouyn; standing, Wally Slatter, CJOY Guelph; W. T. Cruickshank, CKNX Wingham; M. Finnerty, CKOK Penticton; Hal Crittenden, CKCK-AM-TV Regina; Fred Lynds, CKCW-AM-TV Moncton; F. Elphicke, CKWX Vancouver; F. B. Ricard, CHNO Sudbury; John Craig, CKX Brandon; Gerry Gaetz, CJCA Edmonton, and Syd Boyling, CHAB Moose Jaw. Ted Campeau, CKLW-AM-TV Windsor-Detroit, was not present when this picture was taken.

John Karol, vice president of the Columbia Broadcasting System, told broadcasters of the latest developments in the American radio network programming, explaining that an expanding economy can support all new media as they come along. He explained the strip program concept, pointing to its flexibility for advertisers and how they can share nighttime radio with other advertisers. Canadian broadcasters had their first look at Columbia's film "Tune In Tomorrow."

How radio stations can best set up newsrooms and handle editorial broadcasting highlighted a panel presentation by four Vancouver newsmen under chairmanship of Sam Ross, CKWX Vancouver. Mr. Ross told the broadcasters that news is a commodity radio cannot do without and that radio stations must make up their minds to give editorial opinion and guidance to their communities. How to set up a good newsroom, the staff needed, policy formulation, wire services and the value of fast and accurate news service were handled by Bert Cannings, news chief of CKWX. Handling of editorial policy and the value of it to gain the station respect and stature in a community was emphasized by Darwin Baird, CJOR Vancouver, while Jack Webster, CJOR news chief, dealt with freedom of information and the radio station's responsibilities in developing news.

Unable to attend because of bad flying weather, James P. Furniss, Citizens & Southern National Bank, Atlanta, Ga., addressed the Canadian meeting by long distance line from Atlanta on how his bank had used radio successfully to build up its business [story, page 54].

CFAR Wins Gillin Award

The annual dinner Monday evening saw presentation of the John J. Gillin memorial award to CFAR Flin Flon, Man., for outstanding community services. Nineteen broadcasters were presented with certificates of membership in CARTB Quarter Century Club and 36 broadcasters and station staff members were presented with membership in the Pioneers Club for service of more than 25 years in the industry prior to 1951.

Tom O'Neil, president of Mutual Broadcasting System, as guest speaker dealt statistically with developments of radio and tv broadcasting in the U. S., showing changes and new program patterns developing in radio broadcasting.

First all-tv session in CARTB history was held Tuesday morning at a closed meeting for tv station members only. Discussed were rate cards, standard contract and film agreements, pay scales, training and news. It was generally

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*Av. Summer "Out of Home" Share of Audience
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Net Sta. B 10.8%
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Net Sta. D 8.5%

* Summer '54 Pulse

WCKY CINCINNATI

You Get ALL — When You Buy WCKY

agreed that member stations would give advertisers 90-day notification on rate increases as of July. Committees were appointed to study standard contract forms of all types.

The most contentious prob!em was the formation of a new film pool which would give national film news from member stations to the Canadian Broadcasting Corp. for national tv network news release. Network stations would act as stringers in collecting news film for national tv network news. The committee plans investigating all sources of national and international film news for use of independent stations.

At a closed business session Tuesday afternoon Finlay MacDonald reported on last year's activities, including a "most heartening" liaison with all government departments, members of parliament, cabinet ministers and Premier Louis St. Laurent. He stated that "eventually we will receive the type of legislation we have been seeking." He reported on the formation of a Canadian radio and television league with membership throughout Canada to present a brief before the Canadian Parliament for nationalization of broadcasting and television.

In a lengthy detailed report on CARTB activities, Executive Vice President Jim Allard stated in Ottawa the feeling was that private tv stations in Canada's six major markets, where only CBC tv stations are now located, would be licensed either within a year, or else not until 1958 when a transcontinental microwave network is completed. He opined that the latter is most likely unless more public pressure was exerted for second stations in these cities: Toronto, Montreal, Ottawa, Halifax, Winnipeg and Vancouver.

Interpreting Canada's census reports, Mr. Allard forecast increased advertising demand but urged stations to program for other than teenage audiences, which forms the smallest age group in the country. He reviewed questions broadcasters ought to ask themselves about programming, commercials and program popularity polls.

Mr. Allard reviewed changes made in the CARTB Sales Div. in the past year, reported on a radio sales presentation to be made at the Toronto annual meeting in May of the Assn. of Canadian Advertisers, and that a separate television sales department is planned when there are more television stations.

Copyright problems, both radio and television, were reviewed and agreements with copyright associations announced. Two briefs will be presented to the Canadian government soon, one on the reduction of transmitter license fees and the other to a parliamentary committee on broadcasting. In closing, he urged continued unity to make the industry a "powerful and a respected force in the life and development of the Canadian community."

Committee reports on the advertising standards code, CBC liaison and public relations were made at a Tuesday closed meeting. The annual meeting of the Bureau of Broadcast Measurement discussed adding French-language members to the board and methods of French-language surveys.

CHEX-TV Start Scheduled

CHEX-TV Peterborough, ch. 12, was scheduled to go on the air March 21 as the 11th tv station in the province of Ontario. The station was built at a cost of approximately $500,000, with RCA-Victor transmitter and a 400-ft., wavestack, 12-slot antenna costing $60,000. The station will operate with 260 kw video. D. R. Lawrie is station manager.

Radio Writers Approve Pact With CBS Hollywood

FIRST CONTRACT negotiated between CBS Radio Hollywood and Radio Writers Branch, Writers Guild of America West (successor organization to Radio Writers Guild), covering staff news and continuity writers, was overwhelmingly approved at a Beverly Hills membership meeting.

Under contract terms, effective until July 1956, newswriters will receive commercial fees for the first time, continuity writers get broader rights in material they prepare and all writers receive a 6% increase in base pay. Contract provisions are retroactive to Aug. 1, 1954.

Unanimously approved were undisclosed demands of a freelance writers-network negotiating committee, to be presented at radio network negotiations in New York this month. Radio negotiations will be held concurrently with live tv network negotiations [B•T, March 7].

Additionally, the meeting, presided over by radio branch President David Friedkin, discussed a code of working rules, a credit arbitration system and the establishment of a number of annual awards by the branch.

SAG Unit Studies Contract

APPOINTMENT of a television wages and conditions research committee to recommend changes desired in the present Screen Actors Guild contract has been made in preparation for collective bargaining negotiations covering actors in tv entertainment films. SAG's present contract with producers of these films will expire on July 20. Negotiations with Alliance of Tv Film Producers and others are expected to start in May.

Recently negotiated SAG collective bargaining contract covering filmed tv commercials [B•T, March 7] has been approved by the guild's general membership by a 60-to-1 margin.

AFM's 802, WOR-AM-TV Near Accord on Musicians

YEAR-LONG labor dispute between WOR-AM-TV New York and Local 802, American Federation of Musicians, is expected to be settled shortly with the signing of a contract providing for the employment of 17 musicians on the stations' staff. Attorneys for the stations and the union are reported to be working on the language of the contract, which is expected to be ready within a few days.

The stations have been operating without musicians since March 1954 when a contract calling for 40 musicians was not renewed [B•T, March 8, 1954]. The dispute touched off a series of court actions instituted both by the stations and by the union.

WNHC Directed to Negotiate

RULING of a trial examiner that WNHC-AM-FM-TV New Haven, Conn., should stop certain allegedly unfair labor practices in its AFTRA negotiations has been upheld by National Labor Relations Board. The stations are directed not to refuse to bargain with AFTRA or to interfere with AFTRA bargaining efforts.

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BUT our specialized
INSURANCE
covers these daily hazards
ADEQUATELY • INEXPENSIVELY
DON'T RISK
possible embarrassing loss while
protection is readily available—but
DO RISK 5 minutes and 3c
to write for details and a
rate built for you.
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KANSAS CITY, MISSOURI

ZENITH DETAILS ITS PHONEVISION

The local franchise holder in each market will be the key man in subscription tv system, firm's pamphlet relates.

KEY POSITION in Zenith's version of subscription tv will be held by the Phonevision franchise-holder in each market.

It will be the local license-holder, enfranchised to administer pay-tv operations, who will sit between the broadcaster on the one hand and the viewer on the other.

This was evident with the issuance last week of Zenith's 12-page brochure entitled "Phonevision and the Broadcaster."

Main points of the book indicate that:

- Broadcasters will be responsible for choosing pay-tv programs and determining what the charges will be.
- Station owners will feed subscription tv programs to local Phonevision franchise holders to be encoded. The scrambled programs will then be relayed to individual transmitters for broadcast. Stations will not have to invest in any equipment. Each station will be free to book pay-tv programs from any source.
- Franchise holders will be responsible for installing and servicing decoders at viewers' receivers. The franchise holder will furnish key data to subscribers so they can "set" their decoders to unscramble the pay-telecast. He will make collections and disburse this income according to instructions from the station, retaining his percentage for this service. He will serve all stations in his area.

In what is obviously a preview of some of the major elements to be included in its comments to the FCC, due May 9, Zenith indicated that:

Broadcasters will have no investment to make; they will be solely responsibe for arranging for pay-tv programs and charges from any source. Any station will be able to use Phonevision. No specified portions of the broadcast day will be required for subscription tv broadcasting.

Benefits Outlined

Benefit to broadcasters will be in new sources of programs and new revenue. Besides the direct financial income from "admission" sales, broadcasters will benefit because they will have decreased production costs when telecasting pay-tv. An indirect benefit to all tv stations is the fact that good subscription tv programs will keep more people at home and thus increase the potential viewing audience for all tv, Zenith states.

Based on its 1951 Chicago tests, which showed that the average sum spent by the 300 "guinea pigs" in the 90-day test was $1.73 weekly, Zenith said that a city like Chicago has a potential of $44 to $54 million yearly.

Subscribers will receive individual "settings" for their own decoders from the local franchise holder. This may be done by telephone, vending machines, coupons, mail, cash box. Collection will be by cash, except for telephone where a billing system might have to be inaugurated.

Decoders will be installed at a nominal installation charge, similar to telephone practice. There might also be a minimum monthly charge.

Franchise holders will be licensed by Teco Inc., which holds licensing rights from Zenith. It was organized in 1949 with $1 million capitalization. It has spent about $30,000, and has the remainder invested in U. S. Government securities.

The 100,000 shares of Teco were originally offered to Zenith stockholders on the basis of one share of Teco for every five shares of Zenith. It was offered at $10 per share, has fluctuated from that low to a high of 43 this year. It is currently running about 35 bid and 38 asked. There are about 2,000 stockholders. It is traded over the counter.

Teco also was established to act as a booking agent for pay-tv programs, but this will be a significant factor only in the early days of Phonevision, it is believed.

Preliminary estimates are that each decoder will cost about $80. This means a substantial investment by the designated franchise holder in each community. It will mean $8 million for 100,000 installations and $40 million for 500,000 installations. Zenith itself, it is believed, may have to initiate the first few such installations to prove Phonevision out.

In its 1954 annual report (see story, page 93) Zenith President E. F. McDonald Jr. welcomed the FCC action inviting comments on subscription tv [B•T, Feb. 14].

"Your company welcomes this action as a milestone toward eventual approval of subscription television as an addition to the regular broadcasting services now available," he said.

Pay, Anti-Pay Tv Spar

BATTLE between pro and anti subscription tv advocates moved into the squaring off stage last week.

In New England, Alfred Starr, co-chairman of the anti-pay-tv committee, told Boston exhibitors that subscription tv would be the death knell of free tv.

In his 1954 annual report, Zenith President E. F. McDonald Jr. questioned the motives of the Committee Against Pay-As-You-See Television. "One obvious motive for the campaign [by the anti-pay-tv committee] was fear of competition—they do not want broadcasters to share the nation's billion-dollar box-office for motion pictures and they want to retain the box office events (heavyweight championships, grand opera, etc.) that they have taken away from television broadcasting to show exclusively on theatre tv."

The struggle is expected to move into the real arena on April 14 when subscription tv will be the subject of a debate before Washington newsmen at a National Press Club luncheon. On the pro side will be Millard C. (Tex) Faught, economic consultant and Zenith advocate. On the con side will be Mr. Starr, who is executive committee chairman of Theatre Owners of America.

NARTB Tv Board will hold a special meeting in Washington April 12 to consider answers to FCC's request for comments.

New Production Firm Formed

FORMATION of Studio Program Service Inc., New York, firm which will specialize in the production of radio-tv properties, has been announced by Bill Mogle, president, and Ed Diresta, vice president. Harry Landon, formerly sales manager at Gotham Recording Co., has joined the new company as sales director.

Mr. Mogle will continue to head Mogle-Sheldon Assoc., radio-tv-film consultants. Mr. Diresta was previously with Gotham Recording as an account executive.

Capitol Controlling Stock Purchased by London Firm

OVER 96% of outstanding common stock of Capitol Records Inc., Hollywood, has been acquired from 1,057 stockholders up to March 14, in the estimated $8.5 million deal in which Electric & Musical Industries Ltd., London, purchases controlling interest in Capitol [B•T, March 14, Jan. 17].

These figures were announced last week by Glenn Wallichs, Capitol president, who also announced the appointment to the Capitol board of directors of J. F. Lockwood, EMI board chairman; L. J. Brown, EMI managing director; J. N. McLeod, EMI-International, Paris; Roger Smith, general counsel, Lockheed Aircraft Corp., and John A. Wells, partner, law firm of Dwight, Royall, Harris, Koegel & Kaskey.

Mr. Wallichs further announced that he will remain president and a director of Capitol Records and that other Capitol management will continue without change.

TelePrompTer Forms New Unit

SEPARATE sales service department has been established by TelePrompTer National Sales Corp., New York, to handle an increasing volume of business, Herbert W. Hobler, vice president, announced last week. The department will service stations throughout the country, Mr. Hobler said.

Selma Wickers is head of the new operation, whose national headquarters will be in New York. Branch offices will be opened in Chicago and Los Angeles. Miss Wickers previously was an assistant to Ted Mills, producer at NBC-TV.

N. Y. Exams by C-C Will Save Schools Estimated $12,000

MORE than 700 New York public school teachers, competing for licenses as school principals, for the first time will take their examinations April 11 via closed circuit tv.

The telecast test, eliminating the need for what previously were some 40 examinations spread around the city, will be given for all applicants at the same time, one examination in the morning and the other in the afternoon, both 30 minutes in length. Obviating need for substitute teachers during the examination will save the schools an estimated $12,000.

The system was worked out by WCBS-TV New York and the New York Board of Education's board of examiners. Theatre Network Television Inc. also worked on the project.

Franchises Offered Stations

EXCLUSIVE franchises for the tape recorded background music library of Magene-Tronics Inc., New York, are now available to 'beepcasters' and prospective multicasters, P. L. Deutsch, president of the firm, announced last week. The franchises were made possible by the FCC's recent approval of multiplexing, Mr. Deutsch said. The music library includes over 5,000 non-vocal selections.

Mr. Deutsch also said that the 50 new titles that the firm adds to its library monthly are also cleared for both methods of transmission. Programs are recorded in England on eight-hour tapes which are leased on a rotating basis to franchise holders.

BOTV Presents Two C-C's

FACILITIES of Box Office Television Inc., New York, producer of industrial and educational video programs, were used last Tuesday for two closed-circuit telecasts—one for General Electric and the other for financier Louis E. Wolfson.

The GE telecast, which originated from the company's Schenectady plant, was a special demonstration for a group of electronic engineers meeting at the Waldorf-Astoria, New York. On the same day, Mr. Wolfson spoke from the Hotel Astor's Grand Ballroom to stockholders of Montgomery Ward seated in the hotel's Belvedere Room. Both telecasts employed two-way audio systems, making possible question-answer sessions at the conclusion of the shows.

PROGRAM SERVICE PEOPLE

Philip Monroe, formerly head of animation, Ray Patin Productions, Hollywood, to Tv Spots Inc., same city, as director and chief animator.

John H. Battison, television consultant, returns to Washington, D. C., after completing contract to put CHCT-TV Calgary, Alta., on air.

Everett Wren, production manager, KBTV (TV) Denver, resigns to return to freelance talent field.

Norman Katz, head of foreign theatrical and television distribution, Associated Artists Productions, N. Y., on world-wide tour to acquire films made in other countries for tv and theatrical distribution in U. S.

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NOW...THE GREATEST LINEUP OF FEATURES ever offered in professional tape recorders —the new **M81** and **M90** series

THE M81ACC AND M81AC

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These great new M81 and M90 series Magnecords are especially designed for

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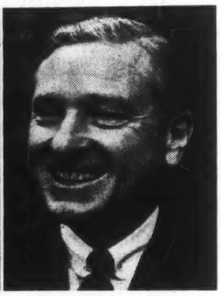
DUPONT RADIO-TV AWARDS PRESENTED

Three top awards go to stations WHAS and KGAK and CBS' Eric Sevareid.

MR. SHOLIS



MR. BINGHAM

MR. TUCKER

MR. SEVAREID

THE Alfred I. duPont Awards Foundation in Radio & Television made its 12th annual presentation last Friday, with WHAS Louisville, Ky.; KGAK Gallup, N. M., and commentator Eric Sevareid walking off with top honors. The winners were selected for "meritorious service to the American people" in 1954.

The ceremonies, held at the Mayflower Hotel in Washington, were attended by leaders of the radio-tv industry. Dr. Francis P. Gaines, chairman of the awards committee and president of Washington & Lee U., made the presentations. An engraved plaque and a check for $1,000 was awarded each winner. CBS Radio broadcast the proceedings.

WHAS—a 50 kw, CBS affiliate—was honored for "programming which consistently shows a lively sense of public responsibility and an awareness of public and community interests." The station also was cited for its "generous support of educational, civic, health and charitable agencies" and for its "programs specifically designed to inform the public on important public issues." WHAS is associated with the *Louisville Courier-Journal* and *Times*. Barry Bingham is station president and Victor A. Sholis is vice president and director.

KGAK, 250 w independent, won the "smaller station" award for "initiative shown in establishing and maintaining radio service to the Navajo and Zuni Indians in their own languages, thereby bringing radio communication for the first time to these Indian peoples" [B•T, July 20, 1953]. It also was commended for "developing programs which have contributed to the better health and education of the Indians." Merle H. Tucker is president and general manager.

Eric Sevareid, CBS commentator whose broadcasts originate in Washington, was credited by the awards committee for "thoughtful and lucid analysis of the current scene, for penetrating knowledge of men and events combined with tolerance, reasonableness, and a leavening of friendly or caustic humor." The judges said Mr. Sevareid is "an able representative of the best tradition among American commentators."

In addition to these awards, the judges made special commendations to two other stations for their records of accomplishment in 1954:

WCBS-TV New York for *Camera Three, On the Carousel, Here Is the Past, America in the Making* and *Our Goodly Heritage*—shows of "unusual educational and spiritual value."

KMJ-TV Fresno, Calif., for "unusually comprehensive programming in the fields of agriculture and education, including . . . a series to teach English to foreign-born residents."

Award winners can use their cash awards for establishing fellowships for young people seeking advanced study in some field of mass communications. Foundation curator O. W. Riegel noted that several scholarships have been established under the plan.

Members of the awards committee are Dr. Gaines, chairman; Mrs. Jessie Ball duPont; Dr. Hadley Cantril, director of the Office of Public Opinion Research, Princeton U.; Turner Catledge, managing editor of the *New York Times*, and Dr. Susan B. Riley, president of the American Assn. of University Women, Nashville.

Hall of Fame Deadline Set

MAILING deadline for nominations to the Advertising Hall of Fame is April 15, according to Wesley I. Nunn, Advertising Federation of America board chairman. AFA is located at 330 W. 42d St., New York 36, N. Y. Election to the hall recognizes posthumously (after two years) "special achievement and service in the upbuilding and advancement of the social and economic values of advertising."

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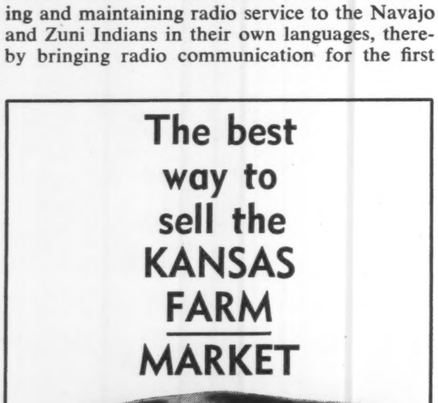

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AWARD SHORTS

James P. Harkins, former assistant talent coordinator, NBC, presented Pro Ecclesia et Pontifice medal for outstanding service to Pope and Roman Catholic church.

Tennessee Ernie Ford, host, CBS Radio *Tennessee Ernie Show*, cited by Los Angeles district, California Federation of Women's Clubs, for consistent attention to matters of public interest.

WAGA-TV Atlanta, Ga., and *Tv Ranch* program on that station, awarded inscribed plaque by Merton C. Tice, national commander, Veteran's of Foreign Wars, in recognition of on-the-air help in promoting fund raising drive for new hospital in that city. **Lorenzo F. Jones Jr.,** WAGA-TV account executive, presented "Emmy" award by Atlanta Account Executives Club for "highest degree of excellence in field of tv sales."

John Fox, announcer, CFJB Brampton, Ont., voted "number one master of ceremonies on the *Clubtime Show* around the world" by a panel of Hollywood producers and directors.

WRCA-AM-TV New York, for its "Sidewalks of New York" clean-up campaign, presented citation by Mayor Robert F. Wagner lauding efforts of stations in helping make New York "a better place to live and work." Hamilton Shea, NBC vice president in charge of stations, accepted scroll from Mayor Wagner. Stations contributed estimated $100,000 in air time during nine-week drive.

Ed Sullivan, host and co-producer of CBS-TV's *Toast of the Town* (Sun., 8-9 p.m. EST), given the National Newspaper Publishers Assn.'s John B. Russ Wurn Award for "outstanding work in race relations and better understanding among the peoples of this country."

John Franklin, newsman, KYW Philadelphia, given bronze plaque by local Catholic War Veterans chapter for leadership in moving for bill in state legislature seeking to prevent abandonment of iceboxes which have locks and hinges attached.

WILY Pittsburgh presented with scroll by nearby Hill City, Pa., for work in combatting juvenile delinquency.

Gene Autry and **Gail Davis,** western personalities, receive President's Prayer Award for their efforts on behalf of U. S. savings bond campaign.

WDAY Fargo, N. D., presented 1954 "Good Neighbor" award of Fargo Eagles Lodge for contributions to city during year.

Marty Wolfson, conductor, *Musical Sketch Pad*, KDKA-TV Pittsburgh, presented Vision Conservation Award Plaque of Pittsburgh Optometric Society for efforts in work of conserving eyesight.

Stan Barron, sports director, WKBK Buffalo, N. Y., presented first annual award for outstanding service and sports announcing from Industrial Softball League of Western New York. Mr. Barron previously presented similar award from Muny Baseball League.

Joe Herold, general manager, KBTV (TV) Denver, presented annual award for promotion of National Crime Prevention Week in Denver area from National Exchange Club, Toledo, Ohio.

Anne Hayes, women's activities director, KCMO-AM-FM-TV Kansas City, presented plaque for community service in tv from Community Chest for weekly telecasts covering work of United Campaign Agencies.

EDUCATION

NAEB Receives $42,000 In Educational Tv Grants

THE National Assn. of Educational Broadcasters, Urbana, Ill., has received $42,000 in grants-in-aid from the Educational Television & Radio Center and four grants totaling $33,800 from the Fund for Adult Education, according to the March issue of the *NAEB Newsletter*.

The grants-in-aid from ETRC are for content-oriented radio programs following the general theme of *America in the Twentieth Century*. Formal announcements of the grants, setting forth conditions and the form that applications must take, will be made shortly.

The FAE granted $12,000 for the third educational television production workshop, to be held in the late summer; $8,000 for the second educational television engineering workshop, to be held in September; $6,300 for about 40 scholarships to enable persons now, or soon to be, engaged in educational tv to attend summer workshops or summer session courses in television; $7,500 for a six-month experimental program of aid to educational tv stations through the use of visiting teams of experts in such specialized fields as program planning, direction, production technique, staging, lighting and technical operation. Further information may be obtained from NAEB.

Communication Course Set

SERIES of courses by the University College of the U. of Chicago dealing with the impact of mass communication will start March 30. Trends in communication research, validity of findings, techniques and procedures will be explored. Among the speakers scheduled are Seymour Banks, media group supervisor, Leo Burnett Co.; Mary Jane Grunsfeld, director of motivational research, Weiss & Geller; Shirley A. Star, National Opinion Research Center; Harriett Moore, director of psychological research, Social Research Inc.; Pierre Martineau, research director, *Chicago Tribune*, and Kenneth P. Adler, secretary of the U. of Chicago's communication committee. The course will be given for credit in the spring quarter.

Bretz to Ala. Educ. Tv Post

RUDY BRETZ, former CBS producer-director, has been appointed director of the Birmingham (Ala.) Area Educational Television Assn., which will share with the U. of Alabama and Alabama Polytechnic Institute the task of programming the three-station Alabama Educational Tv Network. Mr. Bretz will occupy his Birmingham post on a half-time basis, continuing half-time his original contract with the State of Alabama as program consultant to the entire network.

Fellowship Deadline Set

APPLICATIONS are now being accepted for the fourth annual WAAM Television Fellowship, sponsored by WAAM (TV) Baltimore, for graduate study in the field of television at Johns Hopkins U., Baltimore. The fellowship is open to all professional tv personnel—network or local, commercial or educational stations—and carries a stipend of between $4,500 and $6,000, depending on family responsibilities.

Applications must be filed by May 15, the winner to be announced a month later. The fellowship runs from Sept. 15, 1955, to June 15, 1956. Applications can be received by writing to: Chairman, WAAM Television Fellowship Committee, The Johns Hopkins U., Baltimore 18, Md.

Advertisement

From where I sit
by Joe Marsh

Red Finds a "Sweet Solution"

Red Jackson found a slick way to get his cows to eat what's good for them. Seems they were passing up the tall green grass—full of minerals and vitamins—and eating the short grass, which is naturally sweeter.

Red solved the problem by spraying a solution of corn syrup over the grass that was going begging. The cows sure went at it. Red says it's lucky for him —and *the cows—that every one of them has a "sweet tooth."*

Next week, according to Red, he's going to have his cows clean up all the weedy grass that grows along his fences —after he sprays it with more corn syrup, of course.

From where I sit, some folks, like Red, are always trying out new tricks —and others stick with the old tried and true methods. Just a question of preference, I guess. It's like the way you may enjoy coffee with your meals, while I prefer a good cold glass of beer. So let's not allow any bad feelings to "crop up" by thinking ours is the only choice.

Joe Marsh

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RCA TUBES in stock at ALLIED!

IMMEDIATE DELIVERY

RCA-1850A. Iconoscope—in stock for immediate delivery.
RCA-1850A, $565

RCA-6181. UHF Power Tetrode. (forced air cooled).
RCA-6181, $835

Our prices and conditions of sale are identical to those of the manufacturer. Look to ALLIED for prompt delivery of *all* RCA Broadcast-type tubes. Let us save you time and effort.

Refer to your ALLIED 308-page Buying Guide for station equipment and supplies. Get what you want when you want it. Ask to be put on our "Broadcast Bulletin" mailing list.

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Robbie Robinson

"Sorry, ma'am, we're completely sold out of KRIZ Phoenix basement specials."

Sell the Champlain Valley
WEAV PLATTSBURG, N. Y.
Ask GILL-PERNA Inc.

PROGRAMS & PROMOTION

NBC-TV SHOWS 'INCENTIVE'

NBC-TV's "Summer Incentive Plan" on *Today, Home* and *Tonight* was described through a slide presentation to advertising agency officials at a luncheon last week in New York. The plan offers discounts to advertisers on any combination of "T-H-T" during the May 30-Sept. 2 period, with savings estimated up to 34.6% [B•T, Feb. 21]. Speakers included Roy Porteous, NBC manager of sales for participating programs; Mort Werner, NBC-TV director of participating programs, and Murray Heilweil, NBC-TV manager of merchandising. Mr. Heilweil outlined the merchandising activities on behalf of "T-H-T," including the use of kinescopes and newspaper ties-in advertising. He said the most recent development is trade paper advertising in food, drug and retailing publications to reach trade outlets.

SOLD ON STEREOPHONIC SOUND

RESPONSE of high fidelity recording enthusiasts to Thursday night stereophonic sound segments of the KABC-AM-FM Hollywood *Fred Beck* and *Lawrence Welk* programs has caused the station to add similar Wednesday night programming on the *Beck* program and during remote Coconut Grove broadcasts of the Freddie Martin orchestra. Stereophonic sound broadcasts utilize simultaneous broadcasts of the same program on am and fm.

CBS-COLUMBIA C-C

NATIONWIDE closed-circuit radio broadcast was held by CBS-Columbia to announce to its distributors and their sales personnel gathered in CBS Radio affiliated stations, the special promotion for its "Advanced 1600" new receivers, which includes sponsorship of *Arthur Godfrey and His Friends,* effective March 30, and *Willy,* starting April 6, both on CBS-TV. Ted Bates Inc., New York, is the agency for CBS-Columbia. The tv receiver company will continue to sponsor *Life With Father* on CBS-TV as well as the *Amos 'n' Andy* show on CBS Radio. Participating in the closed-circuit announcement were Arthur Godfrey; Seymour Mintz, president of CBS-Columbia; Harry Schecter, CBS-Columbia vice president in charge of sales, and Gerald Light, CBS-Columbia director of advertising and sales promotion. It was the first time that the manufacturing division of CBS has used radio for distributor meetings.

KBIF GOES ON WAGON

TO introduce new Sanger, Calif., residents to the programming of KBIF there, the station has provided literature about the station and its shows for distribution by a "Welcome Wagon" which greets each new family to the area.

KCOP (TV) 'POLICEMAN' M.C.

POLICEMAN trademark of KCOP (TV) Hollywood is brought to life by that station, with actor John L. Sullivan promoting the station in the guise of an old-fashioned, bell-helmeted cop. As Sgt. Sullivan, he also emcees an hour-long film program for children, during which he provides safety hints and advice.

DUMONT'S PROMOTION WINS

PROMOTION PIECES prepared by Allen B. DuMont Labs, Clifton, N. J., have been awarded first prize in competition conducted annually by the New Jersey branch of the National Industrial Advertisers Assn. to select the year's outstanding example of advertising promotion. The promotion pieces consist of simulated leather brief cases which describe DuMont's industrial television products, mobile radio products and the DuMont multi-scanner, a device which enables broadcasters to transmit high quality monochrome or color tv pictures by means of 16mm film, slides and opaques. The brief cases carry copy which says, "Sorry I missed you, but I'll leave my case in your hands."

WORLD PROMOTION KITS

SPRING kit, including a variety of musical material plus new program and selling ideas, has been sent to more than 1,000 subscribers by World Broadcasting Co. A spokesman for World said it was the biggest spring release in the company's history. The kit also contains a "spring home improvement campaign" aimed at sales to upholstery and fabric stores, home appliance dealers, department stores, paint stores and gardening suppliers.

COLOR CITY'S DEBUT

FIRST color program to emanate from NBC-TV's new $3.7 million Color City in Burbank was *Hollywood's Best,* a local presentation over KRCA (TV) Hollywood, on which entertainment personalities re-enacted and showed film clips of their own favorite performances. The KRCA program was presented in full color. Robert Paige was host-m.c. and Danny Thomas, Johnny Mercer and Vivian Blaine were guests.

DREAMS COME TRUE

CBS-TV *Welcome Travelers* has launched a weekly contest feature, "Your Child's Dream," with the parents of each winner receiving merchandise gifts. Tommy Bartlett, m.c., invites a child to appear on his show each week with the promise of fulfilling his or her particular dream. One winner, who dreamed of becoming an astronomer, spent an afternoon in Chicago's Adler Planetarium, was flown to Los Angeles for a luncheon date at the California Institute of Technology and escorted to Mt. Wilson and Palomar Observatory. The boy reappeared on a later program to relate his experiences.

CLEVELAND TEAMWORK

SEVEN Cleveland radio stations pooled their efforts to broadcast the inauguration ceremonies of the city's new rapid transit system. Taking part were WTAM, WDOK, WERE, WGAR, WHK, WJW and WSRS. The special network involved eight field units, 17 engineers, nine commentators and 77.5 miles of special cable. It fed all stations simultaneously. Eight remote pickups, each by a different station, were made as the inaugural train took its maiden trip.

DIMES FROM KBET-TV

TO ANNOUNCE to agencies and advertisers that it is ready for business, ch. 10 KBET-TV Sacramento, Calif., which went on the air March 20th, is sending them a new 10-cent-piece attached to copy that says: "Bet this on your best bet in television! KBET-TV! Sacramento's only vhf channel; CBS-ABC." The mailing piece suggests booking the bet with the station's representative, H-R Television, with an option to "buy a beer at a bistro."

TAPE DUPLICATION
Unrivalled capacity, fast complete service. Multiple destination mailings. Experienced engineers—Ampex installations assure quality.
RECORDED PUBLICATIONS LABS.
1558-70 Pierce Avenue Camden, N. J.
Cam.: WO 3-3000 • Phila.: WA 2-4649

OVER 40,000 people were drawn to the opening of the new Georgetown home development near Philadelphia, on Sunday, March 20, when WCAU-AM-TV talent participated in "Star Sunday" activities.

The crowd was big but the results were bigger—329 homes were sold between 9 a.m. and 10 p.m.

Appearance of the radio-tv stars brought a response far in excess of anything the builders had anticipated. Traffic was backed up five miles on a state highway, with 16 officers needed to handle autos and crowds. The WCAU talent entertained from the lawn of a sample house.

The new $55 million Georgetown development, near Camden, N. J., will include 4,000 homes when completed. Prices range from $9,750 to $14,790.

VIEWERS IN PRISON

FIRST live telecast from Holmesburg prison in Pennsylvania was carried yesterday (Sun.), according to WPTZ (TV) Philadelphia, when that station carried a live show from the prison as part of its *Telerama* series. The program probed the question: "What makes 60% of released prisoners return?", and tried to find the relationship between prison conditions and the percentage of return prisoners. Through WPTZ cameras, viewers visited the prison grounds, shops and cell blocks, and listened to penology experts discuss conditions at the prison.

NBC SPOT SALES 'FIRST'

PROMOTION piece printed in new Collotype process has been published by NBC Spot Sales and mailed to 2,500 advertising agency executives. It is reportedly the first promotional piece to be printed which uses the new method. The reader is advised to *"cherchez la femme,"* meaning top women personalities. The copy points out that an advertiser's search ends at NBC if he is looking for a way "to get a sales message across to les femmes at home." A panel is devoted to each of eight women on stations represented by NBC Spot Sales.

RESULTS?

THAT'S US

CHNS

HALIFAX NOVA SCOTIA

Maritimes Busiest Station

5000 WATTS—NOW!

Interested? Ask

JOS. WEED & CO.

579 Fifth Ave., New York

ROSEY REMINDER

MARKING the official advent of spring, WGLV (TV) Easton, Pa., distributed rosebuds to timebuyers and other agency people last Monday. The flowers were attached to blotter cards bearing the message: "A boutonniere to remind you that it's spring. When you want to be reminded of the third largest market in Pennsylvania, turn this card over." On the reverse side were the WGLV call letters and channel assignment (57) and the words "Serving the entire Lehigh Valley—Allentown-Bethlehem-Easton."

'NIGHT TRAIN' PROMOTION

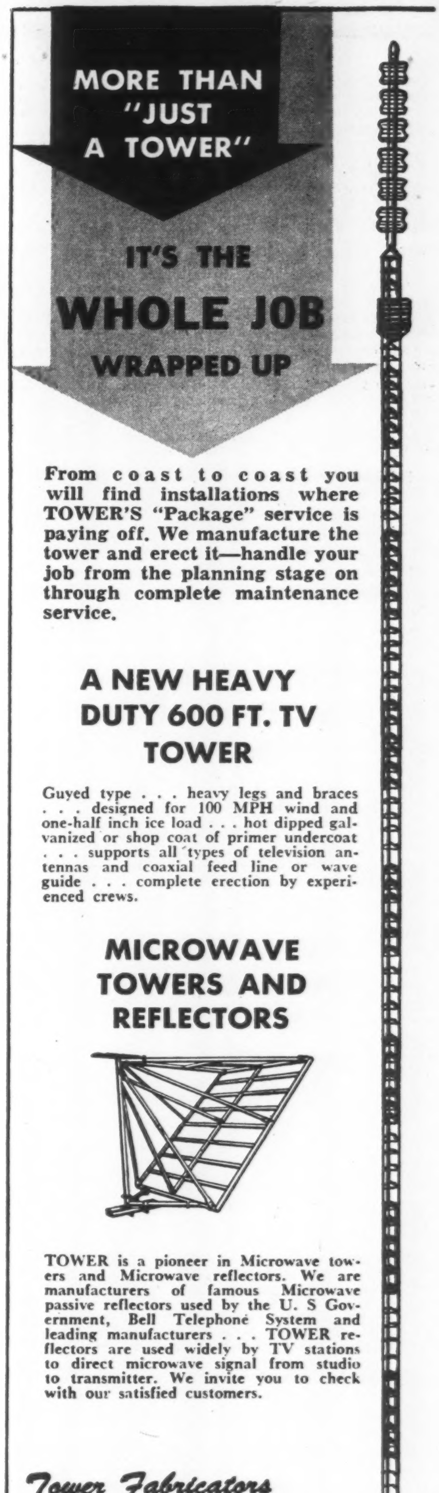
WDVA Danville, Va., is sponsoring, in cooperation with the Southern Railway, a special train from Danville to Lynchburg and back, with dances scheduled in the railroad stations of both communities. Two bands will also be aboard the train. The WDVA promotion was inspired by its *Night Train* d.j. show which is on the air two hours and 55 minutes each evening five-times per week.

POLICE HEAR RADIO-TV TALK

NEWS DIRECTOR Otis Morse, WSBA-AM-TV York, Pa., this year gave the initial lecture on "Public Relations With News Media" to a group of Pennsylvania State Police in their training school. This is the first time radio or tv has been represented in the lectures. Arrangements for the inclusion of broadcast media were made by the Pennsylvania Newspapers' Publishers' Assn.

RAB PERSONALIZATION

TO dramatize radio's increasing personalization, the Radio Advertising Bureau last week sent a pocket-sized Regency radio set to the presidents of the nation's largest advertising agencies. In an accompanying note, Kevin Sweeney, RAB president, pointed out to the agency heads, whose firms bill more than a billion dollars annually, that "radio, changed more than any other advertising medium and still growing at a tremendously fast rate, has just begun to grow." He cites as a contributing factor the development of radio sets that can be carried in the purse or pocket.



MORE THAN "JUST A TOWER"

IT'S THE WHOLE JOB WRAPPED UP

From coast to coast you will find installations where TOWER'S "Package" service is paying off. We manufacture the tower and erect it—handle your job from the planning stage on through complete maintenance service.

A NEW HEAVY DUTY 600 FT. TV TOWER

Guyed type . . . heavy legs and braces . . . designed for 100 MPH wind and one-half inch ice load . . . hot dipped galvanized or shop coat of primer undercoat . . . supports all types of television antennas and coaxial feed line or wave guide . . . complete erection by experienced crews.

MICROWAVE TOWERS AND REFLECTORS

TOWER is a pioneer in Microwave towers and Microwave reflectors. We are manufacturers of famous Microwave passive reflectors used by the U. S Government, Bell Telephone System and leading manufacturers . . . TOWER reflectors are used widely by TV stations to direct microwave signal from studio to transmitter. We invite you to check with our satisfied customers.

Tower Fabricators

And Constructors

The World Over

TOWER

Construction Co.

SIOUX CITY, IOWA

Station Authorizations, Applications

(As Compiled by B • T)

March 17 through March 23

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis. — visual. kw — kilowatts. w — watts. mc — megacycles. D—day. N—night. LS—local sunset. mod. — modification. trans. — transmitter. unl. — unlimited hours. kc —kilocycles. SSA — special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations As of Feb. 28, 1955 *

	AM	FM	TV
Licensed (all on air)	2,687	525	130
CPs on air	5	17	†318
CPs not on air	101	11	130
Total on air	2,692	542	448
Total authorized	2,793	553	578
Applications in hearing	137	2	167
New station requests	186	5	17
New station bids in hearing	76	0	151
Facilities change requests	146	7	36
Total applications pending	755	67	222
Licenses deleted in Feb.	0	3	0
CPs deleted in Feb.	1	0	2

*** Does not include noncommercial educational fm and tv stations.**

† Authorized to operate commercially, but station may not yet be on air.

* * *

Am and Fm Summary through March 23

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,702	2,692	118	178	78
Fm	542	526	30	7	0

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	274	318	594[1]
Educational	17	18	35

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	303	108	411
Noncommercial on air	8	3	11

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	958	337	739	537	1,277[2]
Educational	57		29	28	57[3]
Total	1,015	337	768	565	1,334[4]

[1] **One hundred-thirty-one CPs (26 vhf, 105 uhf) have been deleted.**

[2] **One applicant did not specify channel.**

[3] **Includes 35 already granted.**

[4] **Includes 629 already granted.**

ACTIONS OF FCC

New Tv Stations . . .

ACTION BY FCC

Des Moines, Iowa—Cowles Bcstg. Co. (KRNT-AM-FM) granted vhf ch. 8 (180-186 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 614 ft., above ground 706 ft. Estimated construction cost $665,670, first year operating cost $668,045, revenue $1,050,397. Post office address: 715 Locust St., Des Moines 4, Iowa. Studio and transmitter location: Ninth and Pleasant Sts. Geographic coordinates: 41° 35′ 18″ N. Lat., 93° 37′ 46″ W. Long. Transmitter GE, antenna GE. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Gardner Cowles**, Chairman of the Board and Vice President **John Cowles**, Vice President **Luther T. Hill**, Vice President **James S. Milloy**, Vice President **Robert R. Tincher**, Vice President **Robert Dillon**, Treasurer **Carl T. Koester** and Secretary **Vincent Starzinger**. The Register & Tribune Co. owns all stock, which is voted by Gardner Cowles. Grant is without prejudice to any action by FCC with respect to any future application to effectuate agreement with Murphy Bcstg. Co. Granted March 23.

APPLICATIONS

Ft. Pierce, Fla.—Gene T. Dyer, uhf ch. 19 (500-560 mc); ERP 19.5 kw visual, 11.7 kw aural; antenna height above average terrain 272 ft., above ground 294 ft. Estimated construction cost $123,750, first year operating cost $78,000, revenue $84,000. Post office address R.F.D. #4, Riviera Beach, Fla. Studio and transmitter location U. S. Hwy. 1, 1.2 miles N. of Ft. Pierce. Geographic coordinates 27° 28′ 29″ N. Lat., 80° 20′ 18″ W. Long. Transmitter and antenna RCA. Legal counsel Andrew G. Haley, Washington. Consulting engineer W. J. Holey, Atlanta. Mr. Dyer is former principal owner of WGES Chicago, and presently is tomato farmer and vegetable packing and marketing. Filed March 18.

Twin Falls, Idaho—August H. Vogeler d/b as Twin Falls Tv Co., vhf ch. 13 (210-216 mc); ERP 13 kw visual, 6.5 kw aural; antenna height above average terrain 596 ft., above ground 217.25 ft. Estimated construction cost $86,450, first year operating cost $92,000, revenue $125,000. Post office address Box 829, Elko, Nev. Studio and transmitter location Flat Top Butte, 4.7 miles E. of Jeromè, Idaho. Geographic coordinates 42° 43′ 48″ N. Lat., 114° 24′ 52″ W. Long. Consulting engineer Howard D. Johnson, Salt Lake City, Utah. Mr. Vogeler is a warehouse proprietor. Filed March 22.

Existing Tv Stations . . .

ACTIONS BY FCC

KBET-TV Sacramento, Calif.—Sacramento Telecasters Inc. granted STA to operate commercially on ch. 10 for the period ending June 9. Granted March 17; announced March 22.

KHBC-TV Honolulu, Hawaii—Hawaiian Bcstg. System Ltd. granted STA to operate commercially on ch. 9 for the period ending April 13. Granted March 14; announced March 22.

WBRZ (TV) Baton Rouge, La.—La. Tv Bcstg. Corp. granted STA to operate commercially on ch. 2 for the period ending April 1. Granted March 17; announced March 22.

WILK-TV Wilkes-Barre, Pa.—Wyoming Valley Bcstg. Co. granted mod. of CP for ch. 34 to change ERP to 782 kw visual, 396 kw aural; antenna height above average terrain 1,095 ft. Granted March 15; announced March 22.

KFDA TV Amarillo, Tex.—Amarillo Bcstg. Co. granted CP to change ERP to 250 kw visual and 125 kw aural. Granted March 17; announced March 22.

KCOR-TV San Antonio, Tex. — KCOR Inc. granted mod. of CP for ch. 41 to change ERP to 10.51 kw visual and 6.31 kw aural. Granted March 18, announced March 22.

WXIX (TV) Milwaukee, Wis.—Columbia Bcstg. System Inc. granted mod. of CP for ch. 19 to change studio location to 54-45 N. 27 St.; ERP to 263 kw visual, and 143 kw visual. Granted March 15; announced March 22.

STATION DELETED

WCNO-TV New Orleans, La.—Community Tv Corp. granted request for cancellation of CP for ch. 32 and deletion of call letters. Granted March 18; announced March 22.

New Am Stations . . .

ACTIONS BY FCC

Washington, Ga.—Max G. Pfaender granted 1370 kc, 1 kw daytime. Post office address Box 189, Hartwell, Ga. Estimated construction cost $19,063, first year operating cost $30,000, revenue $36,000. Mr. Pfaender is general manager of WKLY Hartwell, Ga. Granted March 23.

Radcliff, Ky.—B. E. Cowan & Gerald W. Howard d/b as Ft. Knox Bcstg. Co. granted 1470 kc, 1 kw daytime. Post office address ℅ B. E. Cowan, P. O. Box 328, Elizabethtown, Ky. Estimated construction cost $31,155, first year operating cost $60,000, revenue $72,000. Principals in equal partnership include **Byron Earl Cowan** and **Gerald W. Howard,** jobbers of industrial equipment. Granted March 16.

Statesville, N. C.—Walter A. Duke d/b as Iradell Bcstg. Co. granted 550 kc, 500 w daytime. Post office address Box 464, Springfield, Tenn. Estimated construction cost $13,400, first year operating cost $36,000, revenue $50,000. Mr. Duke is ⅓ owner of WDBL Springfield, Tenn. Granted March 23.

Brookings, S. D.—Louis Jack Dublon, Eugene J. Platek & Robert J. Reimers d/b as Brookings Bcstg. Co. granted 1430 kc, 500 w daytime. Post office address ℅ Robert J. Reimers, 2124 10th Ave., Menominee, Mich. Estimated construction cost $15,311, first year operating cost $26,400, revenue $42,000. Principals in equal general partnership are **Louis J. Dublon,** announcer-program director at WMAW Menominee, Wis.; **Robert J. Reimers,** announcer-chief engineer at WMAW, and **Eugene J. Platek,** captain in U. S. Air Force. Granted March 23.

Centerville, Tenn.—Tri-County Bcstg. Co. of Hickman, Lewis & Perry Counties granted 1570 kc, 1 kw daytime. Post office address General Delivery. Estimated construction cost $17,522, first year operating cost $36,000, revenue $50,000. Principals in equal partnership include Pres. **J. Gill Thompson,** retired businessman; Vice Pres. **C. A. Kennedy,** attorney, and Sec.-Treas. **James Buchannan Walker,** Treasurer of the State of Tenn. Granted March 17.

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION
STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233
Lincoln Building • New York 17, N. Y., MU. 7-4242

APPLICATIONS

Houston, Miss.—Robin H. Mathis, Ralph C. Mathis, Rad W. Mathis & James H. Atkinson d/b as WCPC Bcstg. Co., 1320 kc, 1 kw daytime. Post office address % Robin H. Mathis, Houlka, Miss. Estimated construction cost $17,818, first year operating cost $24,000, revenue $36,000. Principals in equal general partnership include General Manager **Robin H. Mathis,** student at tv school; **Ralph C. Mathis,** student at tv school; **Rad W. Mathis,** diesel technician, and **James H. Atkinson,** telephone company owner. Filed March 15.

Roseburg, Ore.—Douglas Bcstrs. Inc., 950 kc, 1 kw daytime. Post office address % E. Leroy Hiatt, 404 W. Douglas, Roseburg. Estimated construction cost $25,400, first year operating cost $48,000, revenue $57,600. Principals include Pres. **E. Leroy Hiatt** (40%), manager KRNR Roseburg; Vice Pres. **Bernard C. Davis** (17%), accountant, real estate; Sec.-Treas. **H. G. Horn** (9%), insurance; **E. G. Whipple** (17%), lumber, sawmill, and **Jim S. Whipple** (17%), lumber, sawmill. Filed March 18.

Abilene, Tex.—Earle E. Smith, R. R. Shipman, C. E. Shelton & A. W. Stewart d/b as Key City Bcstg. Co., 1570 kc, 250 w daytime. Post office address Box 456, Brownwood, Tex. Estimated construction cost $15,549, first year operating cost $38,400, revenue $49,500. Principals in general partnership include **A. W. Stewart** (20%), 20% owner KGNB New Braunfels, chief engineer KBWD Brownwood, and ⅓ owner of Highlite Bcstg. Co., permittee of new am station at Kileen, Tex.; **R. R. Shipman** (15%), department store owner; **Earle E. Smith** (35%), jewelry store owner, and **O. E. Shelton** (30%), stockfarming. Filed March 14.

Liberty, Tex.—J. A. Robinson IV & Elmer J. Griffin Sr. d/b as Liberty Bcstg. Co., 1050 kc, 250 w daytime, directional. Post office address % J. A. Robinson IV, 814 Third St., Morgan City, La. Estimated construction cost $18,600, first year operating cost $39,200, revenue $54,750. Principals include General Manager **J. A. Robinson IV** (51%), chief engineer-general manager-minority owner KMRC Morgan City, La., and **Elmer J. Griffin Sr.** (49%), driller for oil company. Filed March 14.

Colville, Wash.—Merle B. Peterson tr/as Colville Bcstg. Co., 1480 kc, 1 kw daytime. Post office address 4422 S. W. Shattuck Rd., Portland, Ore. Estimated construction cost $17,915, first year operating cost $30,000, revenue $33,000. Mr. Peterson is chief engineer at WQFM (FM) Portland. Filed March 14.

Existing Am Stations . . .

ACTIONS BY FCC

WFMH Cullman, Ala.—The Voice of Cullman granted CP to change from 1300 kc 1 kw daytime to 1460 kc 5 kw day. Granted March 23.

WKKO Cocoa, Fla.—Brevard Bcstg. Co. granted mod. of CP to change from 250 w daytime to 1 kw daytime on 860 kc. Granted March 16.

WFIW Fairfield, Ill.—Wayne County Bcstg. Co. granted permission to sign off at 6 p.m. April through August. Granted March 16; announced March 22.

KAKE Wichita, Kan.—KAKE Bcstg. Co. granted mod. of license to change studio location to 1500 N. West St. Granted March 18; announced March 22.

KJCF Festus, Mo.—Jefferson County Radio & Tv Co. granted permission to sign off at 6 p.m. local time April through September. Granted March 17; announced March 22.

WTRB Ripley, Tenn.—West Tenn. Radio Service granted permission to sign off at 6 p.m. April through August. Granted March 17; announced March 22.

WSLC Memphis, Tenn.—Tri-State Bcstg. Service granted mod. of CP to eliminate directional antenna for operation on 1430 kc with 1 kw daytime. Granted March 16.

WLIP Kenosha, Wis.—William L. Lipman granted permission to sign off at 6 p.m. April through August. Granted March 16; announced March 22.

WPDR Portage, Wis.—Portage Bcstg. Co. granted permission to sign off at 6 p.m., except for special events, during April through August. Granted March 17; announced March 22.

KWOR Worland, Wyo.—Joseph P. Ernst granted mod .of CP to change from 1490 kc to 1340 kc with continued unlimited operation with 250 w. Granted March 16.

New Fm Stations . . .

ACTIONS BY FCC

South Norfolk, Va.—School Board, City of S. Norfolk granted CP for new noncommercial educational fm station on ch. 213 (90.5 mc); ERP 10 w. Granted March 23.

Near Tacoma Wash.—Clover Park School Dist. 400, Pierce County granted CP for new noncommercial educational fm station on ch. 215 (90.9 mc); ERP 10 w. Granted March 23.

Existing Fm Stations . . .

ACTIONS BY FCC

KQXR (FM) Bakersfield, Calif.—KLEF Bcstrs. granted mod. of CP to change to ch. 268 (101.5 mc). Granted March 17; announced March 22.

WMUZ (FM) Detroit, Mich.—Michigan Music Co. granted mod. of CP to change to 21.5 kw. Granted March 16; announced March 22.

STATIONS DELETED

WPFM (FM) Providence, R. I.—Nobscott Bcstg. Corp. granted request to cancel CP for fm station on ch. 268. Deleted March 17; announced March 22.

WLVA-FM Lynchburg, Va.—Lynchburg Bcstg. Corp. granted request to cancel license for existing fm station on ch. 248. Deleted March 10; announced March 22.

Ownership Changes . . .

ACTIONS BY FCC

KTYL-AM-FM Mesa, Ariz.—Harkins Bcstg. Inc. granted voluntary transfer of control to Dwight Harkins through purchase of approximately 53% interest from estate of Harry L. Nace Jr. for $25,785. Mr. Harkins, general manager of KTYL, will now own approximately 90% interest. Granted March 16.

KXJK Forrest City, Ark.—Forrest City Bcstg. Co. granted voluntary assignment of license from corporation to partnership consisting of **William B. Fogg** (36%), **Jack Bridgforth** (28%), **W. W. Campbell** (16%), **W. M. Campbell** (16%), and **E. J. Butler** (4%), d/b as Forrest City Bcstg. Co. Granted March 16; announced March 22.

KYNO Fresno, Calif.—Radio KYNO granted assignment of license to Amelia Schuler, Lester E. Chennault & Bert Williamson to give effect to distribution of 65% interest of estate of Robert M. Schuler. Granted March 16.

KVVG (TV) Tulare, Calif.—Sheldon Anderson granted assignment of CP for ch. 27 to UHF Telecasting Corp. for assumption of $350,000 liabilities. Principals include Pres. **Milton B. Scott;** Vice Pres. **Joseph Justman** (50%), president and principal stockholder of Hollywood Motion Picture Center Studio, and **M. B. Scott Inc.** (50%), Los Angeles advertising agency, owner of KOPP Ogden, Utah. Granted March 16.

KFXM San Bernardino, Calif.—Lee Bros. Bcstg. Corp. granted voluntary transfer of control to Bertha Lee (50%) as heir of J. Clifford Lee, deceased. Granted March 23.

KSFE Needles, Calif.—B. J. Fitzpatrick & L. A. Newsome Jr. d/b as Needles Bcstg. Co. granted voluntary assignment of license to B. J. Fitzpatrick tr/as Needles Bcstg. Co. through purchase of 50% interest from Mr. Newsome for $4,000. Granted March 16.

KBTV (TV) Denver, Colo.—Colorado Tv Corp. granted assignment of CP to Tv Denver Inc. for $900,000. Principals include Pres. **John C. Mullins** (50%), general investments and real estate, and **Frank R. Leu** (50%), owner of Homeland Ins. Co., Nashville, and holds other insurance company interests. Granted March 23.

KGIW Alamosa, Colo.—Delbert Lloyd Allen, administrator of estate of E. L. Allen, deceased, granted voluntary assignment of license to heirs **Katholeen E. Allen** (50%) and **Delbert Lloyd Allen** (50%), d/b as Radio Station KGIW. Granted March 23.

WINK-AM-TV Ft. Myers, Fla.—Ft. Myers Bcstg. Co. granted voluntary transfer of control to Edward J. McBride & Arthur B. McBride Jr. through purchase by parent company, United Garage & Service Corp., of 50% interest from estate of Daniel Sherby. The McBrides will each now own 50% interest. Granted March 16.

WRRR Rockford, Ill.—Rock River Bcstg. Co. granted voluntary transfer of control to Charles R. Dickoff and 8 others through sale of all stock for $45,000. Principals include Pres. **William E. Walker** (17.3%), pres.-50% owner WNAM-WMBV-TV Marinette, Wis., pres.-36% owner WBEV Beaver Dam, Wis., pres.-10% owner Badger Tv Inc., applicant for new tv station on ch. 3 at Madison, Wis.; Exec. Vice Pres. **L. O. Fitzgibbon** (17.3%), vice pres.-general manager WRRR; Sec.-Treas. **Charles R. Dickoff** (17.3%), vice pres.-general manager-5.7% owner WBEV; Vice Pres. **John D. Harvey** (14.2%), sales manager WRRR; **William R. Walker** (13%), station manager WMBV-TV and vice pres.-5.7% owner WBEV, and **Joseph D. Mackin** (8.6%), sec.-treas.-20% owner WNAM-WMBV-TV and sec.-treas.-37.5% owner WBEV. Granted March 23.

KBUR Burlington, Iowa—Burlington Bcstg. Co. granted acquisition of positive control by Gerard B. McDermott through purchase of remaining 80% interest for $164,640. Mr. McDermott, general manager of the station, will now be sole owner. Granted March 16.

WKTM Mayfield, Ky.—Mayfield Bcstg. Co. granted voluntary assignment of license to Michael R. Freeland & John M. Latham d/b as Ky. Bcstg. Co. for $27,000. Principals in partnership include **M. R. Freeland** (75%), former half-owner of WHDM McKenzie, Tenn., and **John M. Latham** (25%), salesman at WKTM. Granted March 16.

WPMT (TV) Portland, Me.—Portland Telecasting Corp. granted assignment of CP for ch. 53 to **Carrell K. Pierce,** trustee for benefit of creditors. Granted March 18; announced March 22.

WBUZ (FM) Oakland, Md., Chesapeake Bcstg. Co. granted transfer of control from L. L. Altman to Walter C. Ward through sale of 66.72% stock for $10. Mr. Ward is manager-chief engineer of the station. Granted March 16.

KVOO-TV Tulsa, Okla.—Central Plains Enterprises Inc. granted relinquishment of control by Southwestern Sales Corp. through sale of 12% of voting stock to Harold C. Stuart for $15,000. Mr. Stuart is son-in-law of W. G. Skelley, owner of Southwestern Sales, who retains 30.8% interest. Granted March 16.

WACB Kittanning, Pa. — Armstrong County Bcstg. Corp. granted transfer of control through sale of all stock for $30,000 to **Sheridan W. Pruett** (58%); **Charles M. Erhard Jr.** (34%), and **Joseph A. Pelletier** (5%), all associated in ownership of WPME Punxsutawney, Pa. Granted March 16.

WAGS Bishopville, S. C.—H. L. Ginsberg, A. Ray Godshall, James B. Jefferies, Claude W. Smith, Helen F. Smith & Gladys A. Johnston d/b as Lee County Bcstg. Co. granted voluntary assignment of license to James F. Coggins & Edward L. B. Osborne for $38,000. Principals include **James F. Coggins** (50%), owner of WKOK Newberry, S. C., and vice pres.-51% owner WBCU Union, S. C., and **Edward L. B. Osborne** (50%), pres.-49% owner WBCU. Granted March 23.

KRBC-AM-TV Abilene, Tex.—Lewis J. Ackers, Sybil Ackers, Dale Ackers & Jack Andrews d/b as Abilene Radio & Tv Co. seek voluntary assignment to corporation. Principals will each retain 25% interest with Christine Ackers Cagle in place of Sybil Ackers. Granted March 16.

KVET Austin, Tex.—Austin Bcstg. Co. granted voluntary transfer of control to Willard Deason through purchase of 223 shares for $44,600. Mr. Deason, vice pres.-general manager of KVET, will now own approximately 95% interest. Granted March 23.

KTAN Sherman, Tex.—Howard L. Burris granted assignment of license to Galen O. Gilbert & J. R. Kincaid d/b as Stephenville Bcstg. Co. for $35,000. Stephenville Bcstg. is owner of KSTV Stephenville, Tex. Mr. Gilbert owns ⅔ interest and Mr. Kincaid a ⅓ interest. Granted March 16.

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Atlanta, Georgia	1133 Spring St., N. W.	Elgin 0069
New York, International Div.	13 East 40th Street	Murray Hill 9-0200
Montreal, Quebec, Canada	Canadian Marconi Co.	Regent 8-9441

KFDX Wichita Falls, Tex.—Wichtex Radio & Tv Co. granted voluntary assignment of license to Grayson Enterprises for $100,000. Principals include Pres. **Sidney A. Grayson** (50%), vice pres.-gen. manager KMID-TV Midland, Tex.; Treas. **Nat Levine** (25%), investments, and Sec. **Meyer Raben** (25%), auto dealer. Granted March 16.

KOPP Ogden, Utah—KOPP Inc. granted voluntary transfer of control to M. B. Scott Inc., owner of KVVG (TV) Tulare, Calif., through purchase of all stock from C. Stanley Brewer, S. B. Bunker and Earl Lemon for $46,000. M. B. Scott Inc., Los Angeles radio advertising agency, is owned by M. B. Scott Jr. Granted March 16.

WYVE Wytheville, Va.—A. M. Gates tr/as Wythe County Bcstg. Co. granted voluntary assignment of license to A. M. Gates & A. M. Gates Jr. d/b as Wythe County Bcstg. Co. Mr. Gates Sr. sells ½ interest to his son A. M. Gates Jr., general manager of the station for $25,000. Granted March 23.

KFDR Grand Coulee, Wash.—Columbia River Bcstrs. Inc. granted voluntary assignment of license to Ralph A. Nachtman for $18,000. Mr. Nachtman is sales manager of KFDR. Granted March 16.

WLCX La Crosse, Wis.—Ottumwa Telecasting Corp. granted voluntary assignment of license from Iowa corporation to Wisconsin corporation Phillippe Bcstg. Corp. No consideration involved as principals retain identical interest. Granted March 18.

APPLICATIONS

WHBB Selma, Ala.—Selma Bcstg. Co. seeks voluntary relinquishment of control by B. H. Hopson through sale of 22½% interest to John Townsend for $22,500. Mr. Townsend is manager of WGWC Selma. Mr. Hopson retains 31% interest. Filed March 17.

KDAS Malvern, Ark.—Malvern Bcstg. Co. seeks voluntary transfer of control to J. C. Cuffman through purchase of remaining 50% interest from R. E. Peeples and Charles W. Perry Jr. for $16,600. Mr. Cuffman will now be sole owner. Filed March 14.

WBRO Waynesboro, Ga.—Burke County Bcstg. Co. seeks voluntary transfer of control to Carl and Harrod A. Pugh through sale of all stock for $31,500. Principals include **Carl Pugh**, ex-chief engineer WMSL Decatur, Ala., and his brother **Harrod Pugh**, railroad employe. Filed March 11.

KCHE Cherokee, Iowa—M. Louise Shimp, Charles Reznikov & Russell A. Hickman d/b as Cherokee Bcstg. Co. seeks voluntary assignment of license from partnership to corporation Cherokee Bcstg. Co. No consideration involved as partners retain identical interests. Filed March 11.

KBTO El Dorado, Kan.—O. A. Tedrick seeks voluntary assignment of license to O. A. Tedrick, W. B. Tedrick, William R. Tedrick & James P. Platt d/b as El Dorado Bcstg. Co. for sale of 5/6 interest for $18,600. Principals in equal partnership include **O. A. Tedrick; W. B. Tedrick,** employe with state highway commission; **W. R. Tedrick**, owner KWRT Boonville, Mo.; **Jack M. Tedrick**, post-office employe; **Jessie M. Tedrick** and **James P. Platt,** manager KBTO. Filed March 17.

KDLM Detroit Lakes, Minn.—Detroit Lakes Bcstg. Corp. seeks voluntary transfer of control to Garfield L. Fox & Lester N. Dale through sale of all stock for $30,400. Principals in equal partnership include **Garfield L. Fox,** former sales manager KFGO Fargo, N. D., and **Lester N. Dale,** physician. Filed March 18.

WHIT New Bern, N. C.—Harmon L. Duncan seeks voluntary assignment of license to Ray D. Williams. Mr. Williams, general manager of WHIT, obtains 5-year lease from owner Coastal Bcstg. Co. for $6,000 per year. Filed March 14.

KOMB Cottage Grove, Ore.—Coast Fork Bcstg. Co. seeks voluntary assignment of license to Orlo Bagley and his wife Thelma Bagley d/b as Radio Station KOMB. No consideration involved. Filed March 17.

WLEU-AM-FM Erie, Pa.—Commodore Perry Bcstg. Service Inc. seeks voluntary transfer of control to Phillip B. Hirsch through purchase of 50.9% interest for $14,000. Mr. Hirsch is sales and general manager of the stations. Filed March 15.

KIEN Killeen, Tex.—W. A. Lee, A. W. Stewart & Franklin T. Wilson d/b as The Highlite Bcstg. Co. seek voluntary transfer of CP to Highlite Bcstg. Co. No consideration involved as partners retain identical interest in new corporation. Filed March 18.

KAND Corsicana, Tex.—Alto Inc. seeks voluntary transfer of control to R. E. Lee Glasgow through purchase of 98% interest from J. C. West for $35,000. Mr. Glasgow is general manager WACO Waco, Tex. Filed March 18.

Hearing Cases . . .

Final Decision

Des Moines, Iowa—New tv, ch. 8. FCC by order (1) granted request of Murphy Bcstg. Co. to withdraw exceptions to initial decision in Dockets 8897 and 8900 and to dismiss its application; and (2) granted remaining application of Cowles Bcstg. Co. for new tv station on ch. 8 in Des Moines, Iowa, without prejudice to any action the Commission may take with respect to any future application to effectuate a March 3 agreement between Cowles and Murphy. Action March 23.

OTHER ACTIONS

Hatfield, Ind.—Ch. 9 proceeding. FCC by order dismissed petitions filed Dec. 3 and 9, 1954, by Owensboro Pub. Co., seeking a review of the hearing examiner's rulings with respect to the rejection of a requested issue in the proceeding involving competition with Owensboro On The Air Inc., for a new tv station on ch. 9 in Hatfield, Ind. Action March 23.

Fm Functional Music—FCC amended its rules effective May 2 to enable fm broadcasters to engage in nonbroadcast activities typified by "functional (background) music" operations. Action March 22.

Shreveport, La.—Ch. 12 proceeding. FCC by order made editorial corrections in the transcript of the oral argument on Sept. 14, 1954, in the Shreveport, La., ch. 12 tv proceeding. Action March 23.

WMEX Boston, Mass.—The Northern Corp. FCC designated for hearing application for renewal of license. Action March 16.

Multiple Ownership—FCC on petition by Westinghouse Bcstg. Co., filed March 7, the Commission by letter, granted extension until April 1, 1956, of the waiver granted July 1, 1954, to achieve compliance with the tv multiple ownership rule. Westinghouse has interest in 5 vhf stations (WBZ-TV Boston, WPTZ (TV) Philadelphia, KDKA-TV Pittsburgh, KPIX (TV) San Francisco, and KTRK-TV Houston) and is applicant for a new vhf station in Portland, Ore. Action March 23.

Pendleton, Ore.—FCC designated for hearing competing applications of W. Gordon Allen, Unatilla Bcstg. Enterprises and John Truhan for new am stations. Mr. Allen and Unatilla Bcstg. seek 1050 kc with 1 kw daytime, while Mr. Truhan seeks 1290 kc 1 kw daytime. Action March 16.

Tv Allocation—FCC by memorandum opinion and order, denied a petition filed Oct. 14 by the New Hampshire Commission on Educational Television requesting that tv ch. *11, reserved for educational use in Durham, N. H., be shifted to Gorham, N. H., where it could be employed to give educational service to Maine, Vermont and New Hampshire. The Commission has been unable to obtain Canadian agreement to amend the tv assignment pact with that country to permit the shift. Action March 16.

Tv Allocations—WMVT (TV) Montpelier, Vt. FCC on petition of Mt. Mansfield Television Inc., permittee of station WMVT (TV) (ch. 3) Montpelier, Vt., filed Jan. 26, the Commission invites comments by April 22 to proposed rule making to amend the tv table of assignments so as to shift ch. 3 from Montpelier to Burlington, Vt. The notice of proposed rule making requires WMVT to show cause why its authorization should not be modified to specify operation on ch. 3 at Burlington in lieu of Montpelier. Action March 23.

Corpus Christi, Tex.—FCC Comr. E. M. Webster granted petition of Baptist General Convention of Texas for dismissal of its bid for new tv station on ch. 6 and retained in hearing bid of Gulf Coast Bcstg. Co. Action March 16.

Routine Roundup . . .

March 17 Decisions

ACTIONS ON MOTIONS

By Com. E. M. Webster on March 15

New Haven, Conn., The WAVZ Bcstg. Corp.—Granted petition for extension of time to and including March 25 within which to file exceptions to initial decision (Dockets 11014, 10379).

KTOE Mankato, Minn., Minnesota Valley Bcstg. Co.—Granted petition for extension of time to and including March 25 within which a reply may be filed to opposition filed by the Broadcast Bureau re am application (Docket 10592).

By Hearing Examiner Elizabeth C. Smith on March 15

WELO Tupelo, Miss., Tupelo Bcstg. Co.—Granted petition for extension of time to March 23 in which to file proposed findings in re am application (Docket 11002); and the time in which to file reply findings was extended to April 6.

KNBY Newport, Ark., Newport Bcstg. Co.—Ordered all parties to appear at a prehearing conference on April 1 in re application for am facilities (Docket 10883).

By Hearing Examiner Thomas H. Donahue on March 15

St. Louis, Mo., St. Louis Telecast Inc.—Granted motion for extension of time from March 22 to April 12 in which to file replies in proceeding re ch. 11 (Dockets 8809 et al.).

By Hearing Examiner Hugh B. Hutchison on March 16

WHMA Anniston, Ala., Anniston Bcstg. Co.—Gave notice of a prehearing conference to be held March 29 in re am application (Docket 11229).

By Hearing Examiner Herbert Sharfman

WNLA Indianola, Miss., Central Delta Bcstg. Co.—The Examiner, on his own motion, continued indefinitely the hearing scheduled for March 16, pending action by the Commission on application of WTUP (Docket 11188). (Action of 3/14.)

By Hearing Examiner Fanney N. Litvin on March 14

WOPA, Oak Park, Ill., Village Bcstg. Co.—The Examiner, on her own motion, scheduled prehearing conference for March 28 in re am application and hearing in same proceeding for April 11 (Docket 11163).

Renewal of License

The following stations were granted renewal of licenses for the regular period: WARN Ft. Pierce, Fla.; WAGF Dothan, Ala.; WBGE-FM Atlanta, Ga.; WCOH-AM-FM Newnan, Ga.; WCON Cornelia, Ga.; WDIG Dothan, Ala.; WGEA Geneva, Ala.; WHAB Baxley, Ga.; WILD Birmingham, Ala.; WKRG-FM Mobile, Ala.; WLFA Lafayette, Ga.; WMOG Brunswick, Ga.; WMRE Monroe, Ga.; WMSL Decatur, Ala.; WPAX Thomasville, Ga.; WRBL-AM-FM Columbus, Ga.; WRCD Dalton, Ga.; WRFC Athens, Ga.; WRFS-AM-FM Alexander City, Ala.; WRGA Rome, Ga.; WRPB Warner Robins, Ga.; WSAV-AM-FM Savannah, Ga.; WSB-AM-FM Atlanta, Ga.; WSFA Montgomery, Ala.; WSGN-AM-FM Birmingham, Ala.; WSPC Anniston, Ala.; WTBC-AM-FM Tuscaloosa, Ala.; WTBF Troy, Ala.; WTOC-AM-FM Savannah, Ga.; WTRP LaGrange, Ga.; WTWA Thomson, Ga.; WULA Eufaula, Ala.; WVOK Birmingham, Ala.; WVOP Vidalia, Ga.; WWNS Statesboro, Ga.; WWWR Russellville, Ala.; WXAL Demopolis, Ala.; WSB-TV Atlanta, Ga. (Action of 3/16).

STA

Granted application of Robert N. Pinkerton and E. B. Pool, XEO-XEOR, Radio Sales, Brownsville, Texas, for authority to transmit a "talkathon broadcast" in Spanish to station XEO, Matamoros, Mexico, on March 26 in behalf of the Easter Seal drive of the Brownsville Crippled Children's Hospital. (Action of 3/16).

(Continued on page 113)

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Sales opportunity, excellent guarantee, commission, for sound experienced representative. Send background and full history with picture to Box 804G, B•T.

Salesman with experience for expanding midwest station. Good guarantee plus commissions. Box 829G, B•T.

Salesman: Salary plus commission, 10% stock ownership available to right man in one of the nation's top east coast metropolitan areas. Box 843G, B•T.

Sales opportunity for right man as sales manager or commercial manager for radio and tv. Contact Radio Station KSJB, Jamestown, North Dakota.

Immediate opening for salesman in west Texas market. Some announcing preferred but not essential. Contact Tom Huksey, KTUE, Tulia, Texas.

Very good opportunity for salesman with experience to develop sales manager tendencies. Excellent draw plus commission, for right person. Fulltime—area population 25,000. Send full details in first letter to Bob Geerdes, Manager, WSTR, Box 67, Sturgis, Michigan.

Wanted trained radio salesman for small market radio with Community Network on western slope of the beautiful Colorado Rockies. Write P.O. Box 279, Montrose, Colo.

Announcers

Florida—pop DJ personality. Send tape and resume. Box 662F, B•T.

Need announcer with experience, personality, native of Tennessee. Salary depends on qualifications. Box 748G, B•T.

Staff announcer for North Carolina daytimer. Good opportunity for an all-around man. Experience not necessary if have ability. Box 800G, B•T.

Immediate opening for experienced combo man, restricted ticket for night shift—featuring news and music on CBS affiliate. Send tape, photo, references. Start $70.00 for 48 hours for right man. Plus extra benefits. No drifters. Box 852G, B•T.

All-around combo man—pop, hillbilly, concert, news. Prefer family man who can work into sales; commission. Western North Carolina progressive independent. No floaters. Box 831G, B•T.

5000 watt CBS affiliate has opening for staff announcer. Strong on news, music and board operation. Good opportunity to work into tv. Send disc, picture and salary required to Program Director, KFBB-Radio, Great Falls, Montana.

Announcer, staff on DJ side. Send tape and qualifications, KGHL, Billings, Montana.

Immediate opening for experienced announcer that can sell and write copy. Want man ready to live permanently in small non-tv community. Prefer personal interview. Contact KSUE, Susanville, California.

Experienced announcer-operator. WICY, Malone, N. Y. Selling voice!

Experienced announcer with restricted license. Send full information first letter. WLPM, Suffolk, Virginia.

RADIO

Help Wanted—(Cont'd)

Good announcer, with first ticket for new am station at 860 kc. Call Ken Kilmer, WMRI, Marion, Indiana.

Wanted . . . all-around staff announcer and DJ. Must have 3rd class phone license. Contact Mr. H. G. Borwick, WVOS, Monticello, N. Y.

Technical

Combo-man, 1st phone, must be capable maintenance man and have experience in announcing. Good opportunity on daytime station. Clint Formby, KPAN, Hereford, Texas.

Chief engineer, 40 hour week, double time holidays, paid vacation. Limited announcing. Send complete details, including snapshot, audition, salary requirements, experience data to WSSV, Petersburg, Virginia.

Programming-Production, Others

Girl Friday for continuity and air work progressive midwest station with large staff. Box 828G, B•T.

Situations Wanted

Managerial

Manager—15 years radio experience, presently assistant manager-program director. Stable personable, capable of sparking staff to best sales and production performance. Box 557G, B•T.

General manager ready to take complete charge of station. Sales, programming, etc. Midwest only. Daytimer preferred, will invest. Box 625G, B•T.

General manager or commercial manager, 10 years southern experience, all phases am operation. Age 27, married. Wife experienced in copywriting, etc. Four years experience as PD, commercial manager. Past year as general manager. Station sold and will have active manager. Wish to relocate in south, southeast. Want permanent position. Would like to invest out of earnings. Available April 15th. Box 806G, B•T.

Successful general manager—thoroughly experienced. 15 years all phases. Excellent references. Available soon. Box 820G, B•T.

Salesmen

Want northern Minnesota market. 10 years successful sales experience. Presently employed —top producer. Box 746G, B•T.

Salesman: Now calling on agencies, in all parts of country, who would like additional revenue—from non-competitive service allied to tv. All replies confidential. Box 796G, B•T.

Announcers

Announcer: 2 years, strong news and commercial delivery, veteran. Box 604G, B•T.

Announcer, negro DJ, commercials, news, experience light, ambitious, conscientious, tape available. Box 722G, B•T.

Radio-tv announcer desires position. Presently employed. Experience in two major markets. Four years am and two years tv. Top job on commercial accounts. Good selling record. College, reliable, and conscientious, with excellent references. Will consider branching out for news assignment . . . either am or tv. Heavy news experience. Married with new baby boy . . . draft exempt. Box 733G, B•T.

Announcer, deejay, available now. Go anywhere, eager to please. Coached by top New York announcers, but no hot-shot. Looking for opportunity to prove myself an asset to your station. Sober, dependable. Tape and resume on request. Box 756G, B•T.

Staff announcer—news-sports, commercials, control board. Some experience, third ticket. Veteran, married, will travel. Tape, resume on request. Box 790G, B•T.

Wanted: Good sports job—permanency—size of market unimportant. Married, college. We can make sports pay-off. Minimum $100. Presently at top station—wrong job. Box 792G, B•T.

Sports and newscaster, seeks more responsibility, wire service stringer. Employed met market. DJ, promotion, photography. Box 797G, B•T.

Announcer. Strong on news, graduate in journalism. Three years experience, seeking permanent position with station offering sense of security. Tape, data and picture available. Single, sober and thirty. Box 801G, B•T.

RADIO

Situations Wanted—(Cont'd)

Negro deejay, graduate broadcasting school, light experience. English accent. Box 807G, B•T.

Announcer, five years experience, reliable, resourceful, doesn't drink, has car, wishes central or southern Florida. Box 808G, B•T.

Experienced staffer, seeking second chance. Pleasant voice, dependable, single, veteran. Box 810G, B•T.

Negro announcer and DJ, a smooth salesman, very good boardman. Box 813G, B•T.

Experienced announcer, seeking job with future, married, veteran, will travel, tape. Box 814G, B•T.

Announcer—DJ, 21, single. Being discharged from Army. Desires job in Michigan. 3rd class ticket. Tape, resume available. Box 818G, B•T.

Strong news, excellent comm., good DJ, single, vet, tape, travel. Box 819G, B•T.

Announcer, presently employed, prefer native New England, married, draft exempt. Box 821G, B•T.

Announcer-copywriter. Personality DJ, good news, commercials. Tape, resume on request. Box 822G, B•T.

Announcer. First class license. Experience. Good voice. Box 823G, B•T.

Announcer, deejay, 2 years, learning. Vet, 1½ years AFRS, 1½ years reporter. Write continuity in small station. Travel, prefer Georgia, North Carolina, South Carolina. Some college, 25, sober. Born Yankee love southern sunshine. Box 825G, B•T.

Guarantee results!! Experienced sportscaster, baseball. Youthful. Personable. Friendly voice. Tape. Box 827G, B•T.

Announcer—excellent on commercials, strong news, good DJ. Mature, dependable. Engaging personality. Tape. Box 830G, B•T.

Announcer, experienced. Presently employed, desires change. Strong on pop news, gospel, hillbilly personality. Sales work if necessary. Board operator, 3rd class ticket. Box 832G, B•T.

Announcer, seeks opportunity to improve. Two years staff, board, copy. 25, married. Tape. Box 833G, B•T.

All-around staff man. Strong on news, commercials, friendly DJ style, heavy duty sports including play-by-play. Write continuity. Hold third class ticket. Interested in small station with future. Tapes available. Conscientious and dependable. Box 838G, B•T.

Announcer, experienced, news, DJ, friendly voice, married, veteran, will travel. Box 839G, B•T.

Announcer—strong on news and music. Married, 24, will travel. Tape and resume on request. Box 841G, B•T.

Good dependable announcer, over 5 years experience, desires permanent position in friendly town. Box 844G, B•T.

Experienced staff announcer, family, strong news. Available middle April. Jack Argersinger, Radio Station WFVA, Fredericksburg, Virginia. Phone: Essex 3-7721.

Announcer, 30, single, draft exempt, 16 months experience staff announcer, permit. Specialty—sports play-by-play. Prefer midwest. Station where employed curtailed broadcasting. Available for interview. Ken Burkhardt, 919 W. Pearl, Staunton, Ill. Telephone: 328W.

Colored disc jockey, good personality. Willing to work. Will travel. Former graduate Cambridge School Radio & Television. Good ideas. Consider all offers. Write, call Reg Dwyer, 933 St. Marks Avenue, Brooklyn, N. Y. Telephone: PR 8-5314.

DJ, sports, play-by-play, versatile, 2 years experience, vet, married, 28, reliable, employed, contact Pete Franklin, WRCS, Ahoskie, N.C. Phone: 3101.

Staff announcer, good board man, all staff duties, married, have car. Start $50. Ted Harhai, 737 11th Street, N. W., Washington, D. C.

Technical

Engineer, 1st phone, chief of three stations. 8 years experience, am-fm remote control. Wants permanent engineering position, prefer Florida or east coast. Available now. Write Box 713G, B•T.

Experienced am-tv. 2½ years tv studio and transmitter. Am chief 5kw directional seven years. Family man. Box 817G, B•T.

RADIO

Situations Wanted—(Cont'd)

First phone, tech. school grad. Thoroughly trained with transmitters, audio, fm, etc. Vet, 26, car, travel. Box 837G, B•T.

First phone, recent graduate studio technician school, college engineering degree, amateur license, construction background. Four years military communications, married, will relocate. Tape, references. Box 851G, B•T.

Professional organist-pianist (former radio announcer—deejay) wants tv experience—staff position. Veteran-single. L. A. Elliott, 710 Fillmore Place, Bay City, Michigan.

Ten years am; one, tv transmitter experience. First phone, car, 30, single, available immediately. $60 minimum. Write: Engineer, 206 Furman Street, Syracuse, N. Y. Phone: 75-8913.

Programming-Production, Others

Need creative copywriter? Send for one man's samples if you are a midwest station with TV, and away we'll go. Box 794G, B•T.

News . . . don't spoil the ship for a ha 'porth of tar. News . . . state, national and local is the backbone of radio . . . untrained, illiterate announcers can ruin any radio station. Experienced newscaster, prefer midwest, available for personal interview. Box 798G, B•T.

Program director—announcer seeking relocation in eastern competitive market. Married, veteran. 3 years experience, all phases of radio. Box 834G, B•T.

TELEVISION

Help Wanted

Managerial

Commercial manager for vhf station in the southeast. Opportunity with established pioneer vhf station having major network. Excellent market. The man needed must be thoroughly experienced in local and national sales; able to lead and direct local sales staff. Prefer one who has knowledge of promotion and media advertising. Habits and character must be above reproach. This is no position for loafers or playboys, yet it is not a sweat shop. An honest day's work is all we expect. Our employees like our shop and fine working conditions. Very seldom does one leave us. This opening is unusual and offers excellent place for the right man. Write with detailed background about yourself, giving present income, experience, business and character references, family status, health; club, church and civic activities if any. All replies "strictly" confidential. Enclose photograph with application. Box 850G, B•T.

Salesman

Illinois tv only operation has opening (2) for salesmen. Interested in young aggressive men with radio sales experience and anxious for tv transition. Compensation salary plus commission. Write Box 847G, B•T.

Technical

Tv transmitter engineer—experienced, capable of operation and maintenance of 50kw high band equipment. Want man with confidence of own ability, to take charge of transmitter facility. State salary desired. Available April 1, 1955. Box 537G, B•T.

Wanted: Denver tv station wants time saleman. Must have experience in tv or radio. Write Box 712G, B•T.

Wanted: Opportunity for engineer now engaged in tv station maintenance to advance to chief engineer of midwest radio-tv station in medium-sized market. Working conditions are pleasant and salary is adequate. Please state qualifications and present salary in first letter. Box 815G, B•T.

Tv engineer wanted. Experience operating tv studio equipment. State experience and reference. Box 824G, B•T.

Studio technician to take charge of installation, maintenance and operation of uhf-tv in metropolitan market. Good opportunity to become chief engineer. Some experience necessary in uhf. Very best equipment and excellent employee relationship. State education, experience, draft classifications and provide snapshot. Reply Box 849G, B•T.

Situations Wanted

Managerial

Television program manager, experienced in operation, programming, production; 5 years station experience; past year in syndicated film and photo equipment sales; available immediately; seeks permanent position in management or sales. Box 799G, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Announcers

Talented on camera performer; strong on sports, commercials, kid shows. College grad, age 26, 4 years radio, 1½ years tv. Currently employed at top midwest vhf operation. Box 842G, B•T.

Programming-Production, Others

Here's the young television man you've been looking for. He's 26 years old. He's alert, acute. Snaps up instruction like a blotter. Worked with top show, 2 years. Knows there a man or group of men whose hearts are in tv or radio property they own and want a young man who'd help make the station or station group grow and prosper. He's got a job with a New York agency now, but a tv station or network job is what he's after. Box 415G, B•T.

Motion picture cameraman, completely equipped. Available for newsreel, commercial, production. Prefer foreign assignment. Box 545G, B•T.

3 years tv experience . . . film editor, cameraman, video-switcher, director, production manager. Confident . . . Willing to accept probationary period. Resume available. Box 715G, B•T.

Tv baseball director. Over 500 games including network originations of all star and world series games. 7 years experience director and producer in all phases of television. Box 809G, B•T.

Ten years experience—directly and related to television production—announcer, floor manager and cameraman. Write for resume. Box 816G, B•T.

Film editor presently employed in major northeast vhf, desires position as film director and buyer. Box 826G, B•T.

Newsreel cameraman, experienced. Own equipment, shoot, develop newsreels. Make any story 36 feet. Family man, relocate. Box 840G, B•T.

WE HAVE YOUR MAN

EXECUTIVE & STAFF LEVELS
CONFIDENTIAL CONTACT

When a vacancy exists at management or staff level in your station it is of the utmost importance that the right man or woman be found . . . and fast. Delays are costly.

There is no need to burden yourself and your secretary with reams of needless correspondence and dozens of telephone contacts. This work has already been accomplished for YOU by our skilled personnel specialists, headed by Howard S. Frazier, the pioneer TV and Radio Station Management Consultant.

Our placement clients constitute the LARGEST NATION-WIDE POOL of well qualified and carefully investigated personnel ready to go to work for you.

CURRENT AVAILABILITIES
TV AND RADIO

General Managers
Commercial Managers
Chief Engineers
Promotion Directors
Producers/ Directors
Special Events Director
Announcers
Technicians
Newscasters
TV Film Editors
Continuity Editors
Network Executives
Station Managers
Technical Supervisors
Program Managers
Production Managers
TV Floor Personnel
Announcer/Actors
News Editors
Sportscasters
Film Buyers
Continuity Writers

INQUIRE ABOUT OTHER CATEGORIES

In most of the above categories we have clients qualified for both major and smaller market stations. Please write or wire your requirements, describing the position, qualifications desired and the salary range.

We will screen availabilities and furnish a carefully selected group for your consideration and direct contact.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.

708 Bond Bldg., Washington 5, D. C.

FOR SALE

Stations

For sale: Established midwest one kilowatt, unlimited, network affiliate, in good farming area. Excellent opportunity for right party. Box 726G, B•T.

West Florida daytimer earning approximately $20,000 priced $65,000, half cash. Paul H. Chapman, 84 Peachtree Street, Atlanta, Georgia.

Radio station. 1000 watt. Daytime. Southern area. Market over 600,000 per owner. Priced under $60.000. Financially qualified principals write Ralph Erwin, Broker, Box 811, Tulsa.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, Oregon.

Equipment Etc.

Six towers, galvanized, self-supporting 75 ft. Used singly for communications or fringe area tv. Combine for 150 or 300 ft. guyed towers F.O.B. California. Send offer. Box 704G, B•T.

For sale: Studio camera, view finder, RCA TK-10-A, current regulator, camera control, TM5-A master monitor, with tubes less power supplies, used few hours. Box 717G, B•T.

RCA TF5A superturnstile. Tuned channel 5 but tunable 4 or 6. Box 772G, B•T.

Equipment

1 Large Console—type 15"/30" Ampex $900; 1 Magnecord recorder, complete with tape transport and PT6-R amplifier, long play $300; 1 Stancil-Hoffman tape recorder, forward and backward adjustment $500; 1 six-channel plus master mixer and power supply public address system attachments $550; 1 RCA OP-6 $250. Box 805G.

FCC approved Western Electric 250 watt am transmitter—ship immediately—price only $1500.00 F.O.B. Chicago. Box 835G, B•T.

GE 3kw fm transmitter, type BT1A, monitor, dryaire, 400 ft. 3⅛ coax. KVWC, Vernon, Texas.

18.2 KVA power transformer, 3 phase. Tapped primary 200 to 240 volts. Secondary 4,000 volts. P.A. Greer, WAKE, Greenville, S. C.

For sale: 200 ft. self-supporting tower. Blaw-Knox. Now standing near Battle, Creek, Michigan. Can be had for dismantling tower and removing antenna and transmission line. WCBC, Anderson, Indiana.

10kw fm transmitter—GE BT-4-A. Spares and tubes. Excellent condition. Will accept first reasonable offer. Ridley Bell, WRBL, Columbus, Georgia.

Complete fm station, clean as a pin, including 1 RCA BTF-3B 3kw transmitter, Hewlett-Packard 335B modulation and frequency monitor, 4-bay multi-V 3.7 gain antenna, 340 ft., 1⅝ inch coaxial cable, automatic dehydrator and complete set of spare tubes. Less than 6000 hours operation. Make us cash offer as is where is. Our engineer available at reasonable figure if desired to dismantle and crate. WSNW, Seneca, South Carolina.

Priced to sell—5kw Collins fm broadcast transmitter, with all accessories. Tuned to 102.5 mcs. Includes 4 bay antenna. In use less than 2 years. Perfect condition. Contact WWWB, Jasper, Alabama.

FOR SALE

300 foot Lehigh self-supporting galvanized tower. Designed to support tv antenna. Will erect, light and paint on your site if desired. Write or call C. H. Fisher, 6100 N.E. Columbia Blvd., Portland, Oregon. Phone: TRinity 7303.

Custom built am broadcast transmitters, all types and powers. Fully guaranteed for economical and reliable unattended operation. Fritz Bauer, 1500 S. Fairway Terrace, Springfield, Missouri.

New Western Electric RD 100 program switchers. 10 input, six channels, dual pre-set. Original price $23,000, our delivered price $4995.00. O'Brien Electric, 6514 Santa Monica Blvd., Hollywood 38, California.

RCA-1kw uhf transmitter, antenna, monitors and complete studio set up for channel 28 operation. Full specifications and conditions of sale available. Write to: D. L. McNamara, Purchasing Agent, University of Southern California, University Park, Los Angeles 7, California.

275' Blaw-Knox type LF guyed tower with Crouse-Hinds CAA spec A-3 lighting PE controlled. Supported workshop WA-25-18 tv antenna. Standing only 18 months, survived Hurricane Hazel. Will sell where is, as is, buyer to dismantle and remove. Easily accessible, near Elmira, N. Y. Make offer to El-Cor Television, P. O. Box 1047, Elmira, N. Y.

Wanted to Buy

Stations

Ft. Lauderdale, Fla., will trade for radio property beautiful 10 unit, 10 bath apartment, ½ block from ocean. Box 752G, B•T.

Radio station. In western state. Fulltime. Modest down payment and terms for owner who also would manage. Give market details. Box 802G, B•T.

Radio stations. Kansas, Missouri, Oklahoma, Arkansas. Ralph Erwin. Broker. Box 811, Tulsa.

Equipment, Etc.

Wanted to buy uhf equipment. Highest cash prices paid. Box 365G, B•T.

Wanted: Tv remote equipment including microwave relay. Box 791G, B•T.

250 watt fm transmitters in good working order. Give fullest particulars and price asked. Box 795G, B•T.

Used 1 kw am transmitter. Prefer Gates BC-1F. Consider any at right price. Box 846G, B•T.

Wanted: Complete RCA field camera chain and power supply, model TK 31. Also want used field sync generator and TD 1-A camera pedestal dolly. Clusinberry, Chief Engineer, KCEN-TV, Temple, Texas.

Tv equipment needed—Lenses needed: 2—35mm; 2—50mm; 2—90mm; 2—135mm. Also needed: 1—DuMont portable sync generator; 5—headsets; 2—connecting DuMont "A" cables with connectors. Forward information including price, condition, age and guarantee, if any, to Northwest Radio & Television School, 1221 N. W. 21st Ave., Portland, Oregon.

Mr. Owner or Mr. Manager

NEED A GOOD RIGHT ARM?

(someone to take over the myriad of personnel and operational details so you can devote more time to policy and public relations)

I want the job of Manager or Assistant Manager and will invest in the right property.

EXPERIENCE—

2½ years in 30,000 Kansas Market with 5,000 Mutual. From Continuity Chief to Sales . . . billed $125,000 in local business.
3 years with leading 50,000 watt Clear Channel in Number 2 market. Set up the original radio food merchandising plan.
2 years with 5,000 CBS affiliate in one of the top 20 markets. Promotion and Merchandising Director working closely with Sales Manager.

Excellent Industry References

WHAT DO YOU HAVE THAT MIGHT PROVE MUTUALLY BENEFICIAL?

Box 848G, B•T

INSTRUCTION

Get your FCC first phone license in 8 weeks. Intensive personalized instruction by correspondence or in residence. Free brochure. Grantham, Dept. 1-E, 6064 Hollywood Blvd., Hollywood, California.

Your FCC first phone license in a hurry. Nation's largest professional school offers brand new, streamlined course. Guaranteed coaching—nationwide placement. Full information rushed to you free (no salesmen will call). Get the best—it costs no more! Northwest Radio & Television School, 1221 N. W. 21st Avenue, Portland 9, Oregon.

RADIO

Help Wanted

Managerial

AUDIO SALES MANAGER

High level salaried position directing audio sales. This is very important position and includes product planning, production scheduling, as well as audio system engineering to assist field sales force. Broadcast audio systems experience essential. Previous sales or merchandising experience in audio also desirable.
Please send full details with photo, if possible, to L. J. Cervone, Sales Manager, Gates Radio Company, Quincy, Illinois.

Announcers

PERSONALITY-DEEJAY

Need immediately an experienced DJ radio salesman for leading major network affiliate in thriving midwest market of 400,000. Station has Number One acceptance in multiple station market and is affiliated with successful TV station. Salary open. Send personal resume and air check.

Box 853G, B•T.

Situations Wanted

Managerial

VETERAN RADIO MANAGER AVAILABLE

If you need a well experienced manager who (1) thoroughly knows the national field; (2) has excellent record in community affairs; (3) has run local, regional and 50 kw stations in small and large markets; (4) wide industry acquaintances; (5) top references; then I'm your man. I'm 44 years old. married, in radio 23 years. Available for personal interview any place, any time. Prefer midwest or Pacific northwest. Box 770G, B•T

Situations Wanted—(Cont'd)

Announcers

NETWORK DISC JOCKEY AVAILABLE

This man, presently employed, with over 15 years of disc jockeying experience in one of the nation's largest metropolitan markets, has broadcast his record show over one of the major networks, coast to coast. He is considered one of the country's foremost disc jockeys and air salesmen. His earnings last year, based entirely on talent fees (he cost his station nothing), was in the five figure bracket.

Box 793G, B•T

TELEVISION

Help Wanted

Managerial

WE BELIEVE IN UHF

MR. TV MANAGER DO YOU?

We need immediately a capable, experienced TV manager and TV sales manager to operate the affairs of a UHF station located in a large midwestern city. Must be willing to accept capital stock of the company substantially in lieu of financial reimbursement. Sufficient financial reimbursement will be made to cover living expenses. Give full details as to your qualifications, experience, family, previous employment, and date available.

Box 811G, B•T

Programming-Production, Others

TV HOME ECONOMIST WANTED

Need at once: Graduate home economist, experienced in television, for planning and carrying forward TV food feature service for national education and research organization. Some travel required. Send photo and complete information, especially foods training to

Box 714G, B•T

FOR SALE

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

(Continued from page 108)

March 18 Decisions

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

By Hearing Examiner J. D. Bond on March 17

Whitefish Bay, Wis., Independent Tv Inc., Cream City Bcstg. Co.—By Memorandum Opinion and Order granted petition of Independent to amend its application for tv ch. 6 (Docket 11009; BPCT-1831), to show change in stock interests.

By Hearing Examiner Basil P. Cooper on March 17

WTHT Wilmington, N. C., Wilmington Tv Corp.—Granted motion to continue hearing from March 18 to March 21 in re mod. of CP for tv station (Docket 11282).

By Hearing Examiner H. Gifford Irion on March 17

WOI Ames, Iowa, Iowa State College of Agr. and Mechanical Arts—Granted request to continue commencement of hearing now scheduled for April 5, to May 31, in re SSA to operate additional hours (Docket 11290).

By Hearing Examiner Elizabeth C. Smith on March 15

New Orleans, La., The Times-Picayune Pub. Co.—Granted request to correct typographical errors in its proposed findings re application for tv ch. 4 (Docket 10795 et al.).

By Hearing Examiner Hugh B. Hutchison on March 16

Cambridge, Md., The Shore Bcstg. Co.—Gave notice of a prehearing conference to begin March 25 in re application for am station (Docket 11144).

For Sale—(Cont'd)

UHF XMTR FOR SALE

RCA UHF 1 KW XMTR
RCA UHF CH. 42 ANTENNA
FILTER PLEXER, R.F. LOAD AND WATTMETER. MAKE OFFER!

WRITE: DON C. WIRTH
WNAM-TV
NEENAH, WISCONSIN

INSTRUCTION

FCC 1st PHONE LICENSE IN 5 to 6 WEEKS

***THE* ORIGINAL INTENSIVE 'DOOR OPENING COURSE' RADIO-TELEVISION OUR INTEGRITY PROVEN**

Check the school that others try to copy.

WILLIAM B. OGDEN
1150 W. Olive Avenue
Burbank, California

BE TAUGHT—NOT TOLD
UNDERSTAND—NOT MEMORIZE
Over 1600 successful students in NINE years

March 18 Applications

ACCEPTED FOR FILING

Modification of CP

KMYR Denver, Colo., KMYR Bcstg. Co.—Mod. of CP (BP-9259) which authorized change in frequency; increase power, change transmitter location; install DA-1 and new transmitter for extension of completion date (BMP-6798).

KNXT (TV) Los Angeles, Calif., Columbia Bcstg. System Inc.—Mod. of CP (BPCT-1802) as mod., which authorized an auxiliary transmitter and antenna at main transmitter site to extend completion date to 10-2-55 (BMPCT-2941).

WHEF-TV Brockton, Mass., Trans-American Television Enterprises Inc.—Mod. of CP (BPCT-1731) as mod., which authorized a new tv station to extend completion date to 6-29-55 (BMPCT-2961).

WJPB-TV Fairmont, W. Va., Fairmont Bcstg. Co.—CP to replace expired CP (BPCT-782) as mod. which authorized a new tv station. (BPCT-1965).

WTAP (TV) Parkersburg, W. Va., West Virginia Enterprises Inc.—Mod. of CP (BPCT-1295) as mod., which authorized new tv station to extend completion date to 10-1-55 (BMPCT-2962).

Renewal of License

WWWB Jasper, Ala., Bankhead Bcstg. Co.—(BR-1301).

WMPA Aberdeen, Miss., Prairie Bcstg. Co.—(BR-2696).

WCBI Columbus, Miss., Columbus Bcstg. Co.—(BR-1093).

WNAG Grenada, Miss., Birney Imes Jr.—(BR-2225).

WMOX Meridian, Miss., Birney Imes Jr.—(BR-1254).

Renewal of License Returned

WELO Tupelo, Miss., Tupelo Bcstg. Co.—Name wrong.

License for CP

WCRS-FM Greenwood, S. C., Grenco Inc.—License to cover CP (BPH-1988) which authorized changes in licensed station (BLH-1039).

March 21 Applications

ACCEPTED FOR FILING

Renewal of License

WGRA Cairo, Ga., Grady-Mitchell Bcstg. Co.—(BR-2431).

WJBO Baton Rouge, La., Baton Rouge Bcstg. Co.—(BR-446).

KAPK Minden, La., Parish Bcstg. Corp.—(BR-2713).

WJMR New Orleans, La., Supreme Bcstg. Co.—(BR-1517).

WBLE Batesville, Miss., Panola Bcstg. Co.—(BR-2844).

WRBC Jackson, Miss., Rebel Bcstg. Co. of Miss.—(BR-766).

KANW (FM) Albuquerque, N. M., Board of Education of the City of Albuquerque—(BRED-62).

Applications Returned

South Bend, Ind., Allen E. Kester Sr. & Allen E. Kester Jr., db/as Commercial Sound & Hi-Fidelity—CP, Engineering data dated after Section I. Programming data requested.

Modification of CP

WJDM (TV) Panama City, Fla., J. D. Manly—Mod. of CP (BPCT-1571) as mod. which auth. new tv station for extension completion date to 10-1-55 (BMPCT-2965).

WAFB-TV Baton Rouge, La., Modern Bcstg. Co. of Baton Rouge Inc.—Mod. of CP (BPCT-1682) as mod. which auth. new tv station for extension completion date to 9-29-55 (BMPCT-2960).

License for CP

WBZ-TV Boston, Mass., Westinghouse Bcstg. Co.—License to cover CP (BPCT-1894) which authorized changes in facilities of existing tv station (BLCT-285).

WSLI-TV Jackson, Miss., Standard Life Bcstg. Co.—Mod. of CP (BPCT-1035) as mod. which auth. new tv station for extension completion date to 6-22-55 (BMPCT-2966).

KENS-TV San Antonio, Texas, Express Publishing Co.—License to cover CP (BPCT-832 as mod.) which authorized changes in facilities of existing commercial tv b/c station (BLCT-280).

WCTA Andalusia, Ala., Andalusia Bcstg. Co.—License to cover CP (BP-9113), as mod. which authorized change frequency; increase in power; install new transmitter and directional antenna (DA-N) and mount fm antenna on South Tower (BL-5661).

WVOP Vidalia, Ga., H. F. Brice and R. E. Ledford, d/b as Vidalia Bcstg. Co.—License to cover CP (BP-9485), which authorized increase power and install new transmitter (BL-5662).

WXLW Indianapolis, Ind., Radio Indianapolis Inc.—License to cover CP (BP-7629), which authorized change in frequency; increase power; install directional antenna; change type of transmitter and change transmitter location (BL-5655).

WESO Southbridge, Mass., WESO Inc.—License to cover CP (BP-8449) as mod., which authorized new standard broadcast station (BL-5659).

WBUD Trenton, N. J., Morrisville Bcstg. Co.—License to cover CP (BP-8943) as mod., which authorized increase daytime power, change type transmitter and make changes in daytime directional antenna from DA-1 to DA-2 (BL-5658).

WALL Middletown, N. Y., Community Bcstg. Corp.—License to cover CP (BP-9607), which authorized installation of a new transmitter (BL-5660).

WNEW New York, N. Y., WNEW Bcstg. Co.—License to cover CP (BP-4309) as mod., which authorized increase power; install new transmitter; change from employing DA day and night to DA-N use only (BL-5656).

WCLA Colonial Heights-Petersburg, Va., Harry A. Epperson Jr.—License to cover CP (BP-9296) as mod., which authorized new standard broadcast station (BL-5663).

Renewal of License

KCON Conway, Ark., Conway Bcstg. Co.—(BR-2539).

KELD El Dorado, Ark., Radio Enterprises Inc.—(BR-864).

KTBS Shreveport, La., KTBS Inc.—(BR-454).

Applications Returned

WDQN DuQuoin, Ill., Leonard M. Johnson and Leonard F. Johnson d/b as Ava Bcstg. Co.—Voluntary assignment of license to M. R. Lankford. To be filed on form 314.

WCLD Cleveland, Miss., Voice of the Delta—(Re: signature) (BR-2436).

Modification of CP

WBRC-TV Birmingham, Ala., Birmingham Bcstg. Co.—Mod. of CP (BPCT-1897) which authorized installation of auxiliary transmitters at present site of main transmitters to extend completion date to 6-17-55 (BMPCT-2969).

KERO-TV Bakersfield, Calif., Kern County Bcstrs. Inc.—Mod. of CP (BPCT-1164) as mod., which authorized new tv station to extend completion date to 10-5-55 (BMPCT-2972).

KTVO (TV) Kirksville, Mo., KBIZ Inc.—Mod. of CP (BPCT-1452) as mod., which authorized new tv station to extend completion date to 8-1-55 (BMPCT-2967).

KSPG (TV) Tulsa, Okla., Arthur R. Olson—Mod. of CP (BPCT-1628) as mod., which authorized new tv station to extend completion date to 10-4-55 (BMPCT-2971).

KPTV (TV) Portland, Ore., Empire Coil Co.—Mod. of CP (BPCT-1901), which authorized installation of auxiliary transmitters at the main transmitter site to extend completion date to 10-4-55 (BMPCT-2970).

License for CP

WTVP (TV) Decatur, Ill., Prairie Television Co.—License to cover CP (BPCT-1399) as mod., which authorized new tv station (BLCT-276).

March 22 Decisions

ACTIONS ON MOTIONS

By Commissioner E. M. Webster on March 18

Hopkins-Edina-St. Louis Park, Minn., Hopkins-Edina-St. Louis Park Bcstg. Co.—Granted petition for leave to amend its am application to change name of applicant to Radio Suburbia Inc., etc. (Docket 11276; BP-9405).

By Hearing Examiner Fanney N. Litvin on March 18

St. Joseph, Mo., Broadcast Group Inc.—Granted petition for leave to amend its am application to show change in stockholders, etc. (Docket 11147; BP-9264); exceptions of KFKU and WREN were noted.

By Hearing Examiner Annie Neal Huntting on March 18

Newburyport, Mass., Theodore Feinstein—Issued a second statement concerning prehearing conference and order which shall govern the course of hearing in re am application (Docket 11141), which was continued from April 22 to May 13.

By Hearing Examiner James D. Cunningham on March 21

WROW-AM-TV Albany, N. Y., Hudson Valley Bcstg. Co.—Gave notice of a hearing conference to be held March 24 in re consent to transfer control of WROW-AM-TV (Docket 11243).

By Hearing Examiner Charles J. Frederick on March 21

Pittsburgh, Pa., WWSW Inc., Pittsburgh Radio Supply House Inc.—Granted petition of Pittsburgh Radio for extension of time from March 21 to March 31 in which to file proposed findings in proceeding re ch. 11 (Dockets 8730, 8840). Also granted petition of Pittsburgh Radio to reopen the record to receive in evidence a stipulation of the parties concerning stock ownership of WWSW Inc.

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of March 18

CP

WJPB-TV Fairmont, W. Va., Fairmont Bcstg. Co.—Granted CP to replace expired CP (BPCT-782) as mod., which authorized new commercial tv station (ch. 35) (BPCT-1965).

Modification of CP

The following were granted extensions of completion dates as shown: WHP-FM Harrisburg, Pa., to 5-10-55; WTAP Parkersburg, W. Va., to 10-1-55; WHEF-TV Boston, Mass., to 9-29-55; WPMT Portland, Me., to 8-16-55; WAFB-TV Baton Rouge, La., to 9-29-55; KNXT Los Angeles, to 10-2-55; WKOP Binghamton, N. Y., to 6-2-55, conditions.

Actions of March 17

CP

KDKA-TV Pittsburgh, Pa., Westinghouse Bcstg. Co.—Granted CP to maintain visual and aural transmitters incorporated in BLCT-26 (dated 2-9-53) as auxiliary transmitters at the main transmitter site (BPCT-1955).

Modification of CP

WCLA Petersburg, Va., Harry A. Epperson Jr.—Granted Mod. of CP to change type transmitter and make changes in ground system (BMP-6799).

Actions of March 16

Granted License

WMOR Morehead, Ky., Morehead Bcstg. Co.—Granted license for am station (BL-5638).

WTAR Norfolk, Va., WTAR Radio Corp.—Granted license covering installation of new auxiliary transmitter (BL-5643).

WMEV Marion, Va., Mountain Empire Bcstg. Corp.—Granted license covering installation of new transmitter as an auxiliary transmitter (BL-5637).

WBLT Bedford, Va., Bedford Bcstg. Corp.—Granted license covering change of facilities, installation of new transmitter and changes in antenna system; 1350 kc, 1kw, D (BL-5639).

KWSC Pullman, Wash., State College of Wash.—Granted license to cover CP (BP-9671) to replace expired permit BP-9228, which authorized installation of new transmitter as an auxiliary transmitter (BL-5636).

KZIP Amarillo, Tex., Panhandle Bcstg. Co.—Granted license for am station (BL-5644).

WHBL-FM Sheboygan, Wis., WHBL Inc.—Granted license covering changes in licensed station; antenna to 235 feet and ERP to 63 kw (BLH-1038).

WSJS-FM Winston-Salem, N. C., Piedmont Pub. Co.—Granted license for fm station (BLH-973).

Remote Control

KYSM-AM-FM Mankato, Minn., Southern Minn. Supply Co.—Granted authority to operate KYSM-FM by remote control and CP for KYSM-AM to install new transmitter (BRCH-129, BP-9729).

CP

KWWL Waterloo, Iowa, Black Hawk Bcstg. Co.—Granted CP to replace expired CP (BP-9004), which authorized increase in nighttime power and changes in nighttime directional antenna system; conditions (BP-9727).

WAPL Appleton, Wis., Bartell Bcstrs. Inc.—Granted CP to install new transmitter (BP-9728).

WELS Kinston, N. C., Farmers Bcstg. Serv. Inc.—Granted CP to install new transmitter as an auxiliary, at present location of main transmitter, to operate on 1010 kc, 1 kw (BP-9689).

WFAA-TV Dallas, Tex., A. H. Belo Corp.—Granted CP to install auxiliary transmitter and antenna, at main transmitter site, to operate on ch. 8, ERP; visual 109 kw, aural 55 kw (BPCT-1882).

WDAK-TV Columbus, Ga., Television Columbus—Granted CP to maintain auxiliary transmitter specified in STA granted 8-5-54 as auxiliary transmitters (BPCT-1948).

Modification of CP

WISH Indianapolis, Ind., Universal Bcstg. Co.—Granted Mod. of CP for change in type transmitter (BMP-6793).

The following were granted extension of completion dates as shown: KWFT-TV Wichita Falls, Tex., to 9-22-55; WISH-TV Indianapolis, Ind., to 9-28-55; KETA (TV) Oklahoma City, Okla., to 9-18-55; WJOY Burlington, Vt., to 5-9-55.

Actions of March 15

Granted License

WSWW Platteville, Wis., Southwest Wisconsin Co.—Granted license for am station (BL-5642).

CP

WXIX (TV) Milwaukee, Wis., Columbia Bcstg. System Inc.—Granted CP to install auxiliary antenna at main transmitter site (BPCT-1958).

Actions of March 14

Remote Control

The following stations were granted authority to operate transmitters by remote control: WSSV Petersburg, Va.; KENT Shreveport, La.; WHBT Harriman, Tenn.; KYSM Mankato, Minn.

Granted License

WBUY Lexington, N. C., Davidson County Bcstg. Co.—Granted license covering change of facilities and installation of new transmitter; 1440 kc, 5 kw, D (BL-5629).

WPLH Huntington, W. Va., Huntington Bcstg. Corp.—Granted license covering change of facilities, installation of new transmitter and change transmitter location; 1470 kc, 5 kw, D; condition (BL-5631).

KLMR Lamar, Colo., The Southeast Colo. Bcstg. Co.—Granted license covering change of facilities, installation of new transmitter and directional antenna night (DA-N), 920 kc, 500 w, 1 kw-LS, DA-N, U; condition (BL-5635).

WBRE-FM Wilkes-Barre, Pa., Louis G. Baltimore—Granted license covering changes in fm station antenna to 1160 feet; ERP: 2.25 kw (BLH-1036).

Modification of CP

The following were granted extension of completion dates as shown: WCHS-TV Charleston, W. Va., to 10-11-55; WAPA-TV San Juan, P. R., to 10-12-55.

March 23 Decisions

BROADCAST ACTIONS

By the Commission en banc

Renewal of License

The following stations were granted renewal of licenses for the regular period: WFTL Ft. Lauderdale, Fla.; WDAK Columbus, Ga.; WDWD Dawson, Ga.; WERD Atlanta, Ga.; WGWC Selma, Ala.; WJAT Swainsboro, Ga.; WKUL Cullman, Ala.; WPNX Phenix City, Ala.-Columbus, Ga.; WRAG Carrollton, Ala.; WSFT Thomaston, Ga.; WETO Gadsden, Ala.; WFPM Ft. Valley, Ga.; WATM Atmore, Ala.; WCEH Hawkinsville, Ga.; WDEC Americus, Ga.; WDUN-AM-FM Gainesville, Ga.; WEDR Birmingham, Ala.; WELR Roanoke, Ala.; WKLF Clanton, Ala.; WLAY Muscle Shoals, Ala.; WRMA Montgomery, Ala.; WROM Rome, Ga.; WTLS Tallassee, Ala.

March 23 Applications

Accepted for Filing

Modification of CP

WBLU Paris, Ky., D. C. Stephens tr/as Paris Bcstg. Co.—Mod. of CP (BP-9564), which authorized new standard broadcast station to change antenna-transmitter location to on Fords Mill Road, approximately 0.25 mi. West of Paris (BMP-6800).

KCAR Clarksville, Tex., B. B. Black, June Brewer, Mattie Lou Hurt, Executrix of the Estate of Reagan Hurt, deceased, d/b as Texo Bcstg. Co.—Mod. of CP (BP-7997) as mod., which authorized new standard station for extension of completion date (BMP-6801).

Modification of License

WFIL Philadelphia, Pa., Triangle Publications Inc.—Mod. of license to change name of licensee to Triangle Publications Inc (Radio and Television Division) (BML-1621).

WFIL-FM Philadelphia, Pa., Triangle Publications Inc.—Mod. of license to change name to Triangle Publications Inc. (Radio & Television Division) (BMLH-86).

Renewal of Licenses

KARK Little Rock, Ark., Arkansas Radio and Equipment Co.—(BR-739).

KVSA McGehee, Ark., Southeast Arkansas Bcstrs. Inc.—(BR-2842).

KWCB Searcy, Ark., White County Bcstg. Co.—(BR-2647).

KRLW Walnut Ridge, Ark., Southern Baptist College—(BR-2630).

KJEF Jennings, La., Jennings Bcstg. Co.—(BR-2626).

WDSU New Orleans, La., WDSU Bcstg. Corp.—(BR-449).

WWL New Orleans, La., Loyola U.—(BR-447).

WGCM Gulfport, Miss., WGCM Bcstg. Co.—(BR-733).

KALB-FM Alexandria, La., Alexandria Bcstg. Co.—(BRH-131).

WRCM (FM) New Orleans, La., Supreme Bcstg. Co.—(BRH-763).

TELESTATUS

March 28, 1955

Tv Stations on the Air With Market Set Counts And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Andalusia†—
WAIQ (*2) 3/9/55-Unknown

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 306,318
►WBRC-TV (6) CBS; Katz; 304,320
WJLN-TV (48) 12/10/52-Unknown
WBIQ (*10) 10/13/54-Unknown

Decatur†—
►WMSL-TV (23) CBS, NBC; Walker; 26,230

Dothan†—
►WTVY (9) Young

Mobile—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 101,100
WKAB-TV (48) See footnote (c)
The Mobile Tv Corp. (5) Initial Decision 2/12/54

Montgomery—
►WCOV-TV (20) ABC, CBS, DuM; Raymer; 51,200
►WSFA-TV (12) NBC; Katz; 89,110

Munford†—
►WTIQ (*7)

Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC, DuM; Raymer; 116,370

Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 116,370
►KPHO-TV (5) CBS, DuM; Katz; 118,560
►KTVK (3) ABC; Weed

Tucson—
►KOPO-TV (13) CBS, DuM; Hollingbery; 37,957
►KVOA-TV (4) ABC, NBC; Raymer; 37,957

Yuma†—
►KIVA (11) NBC, DuM; Grant; 26,136

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown

Fort Smith†—
►KFSA-TV (22) ABC, CBS, NBC, DuM; Pearson; 27,500
KNAC-TV (5) Rambeau; 6/3/54-Unknown

Jonesboro†—
KBTM-TV (8) 1/12/55-Unknown

Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 95,581
KTHV (11) Branham; 11/4/54-Unknown
►KATV (7) (See Pine Bluff)

Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 91,389

Texarkana—
►KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Weed; 87,000
►KERO-TV (10) CBS, NBC; Avery-Knodel; 146,398

Berkeley (San Francisco)—
►KQED (*9)

Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 60,801

Corona†—
KCOA (52), 9/16/53-Unknown

Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Hoag-Blair, Blair Tv; 19,500

Fresno—
KBID-TV (53) See footnote (c)
►KJEO (47) ABC, CBS, DuM; Branham; 156,035
►KMJ-TV (24) CBS, NBC; Raymer; 142,000
KARM, The George Harm Station (12) Bolling; Initial Decision 8/31/54

Los Angeles—
►KABC-TV (7) ABC; Petry; 2,034,933
KBIC-TV (22) 2/10/52-Unknown
►KCOP (13) Weed; 2,034,933
►KHJ-TV (9) DuM; H-R; 2,034,933
►KNXT (2) CBS; CBS Spot Sls.; 2,034,933
►KRCA (4) NBC; NBC Spot Sls.; 2,034,933

New Tv Station

The following tv station is the newest to start regular programming:

KBET-TV Sacramento, Calif. (ch. 10), March 20.

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Total stations on air in U. S. and possessions: 426; total cities with stations on air: 284. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 36,029,308.

*** Indicates educational stations.**

† Cities NOT interconnected.

(a) Two Buffalo, N. Y., tv stations, in addition to their U. S. set counts, report the following set coverage in Canada: WBEN-TV, 459,256; WGR-TV, 419,577.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) The following stations have suspended regular operations but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; WPMT (TV) Portland, Me.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; WFPG-TV Atlantic City, N. J.; WTRI (TV) Albany, N. Y.; WTVE (TV) Elmira, N. Y.; WQMC (TV) Charlotte, N. C.; WIFE (TV) Dayton, Ohio; KMPT (TV) Oklahoma City; KCEB (TV) Tulsa, Okla.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; KETX (TV) Tyler, Tex.; WBTM-TV Danville, Va.; WTOV-TV Norfolk, Va.; WKNA-TV Charleston, W. Va.; WJPB-TV Fairmont, W. Va.; WCAN-TV Milwaukee.

(d) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

Strong pull

. . . keeps viewers tuned to

KMJ•TV

FRESNO, CALIFORNIA • CHANNEL 24
NBC and CBS affiliate

the San Joaquin Valley's FIRST TV station in . . .

POWER now 447,000 watts.

RECEPTION Pacific Coast Measurement Bureau Survey (Oct. '54) shows KMJ-TV reception "most satisfactory" in area.

RATINGS KMJ-TV carries 20 out of the 25 top-rated nighttime programs in the Fresno area (ARB report, Oct. '54).

COLOR KMJ-TV was the first local station equipped to transmit network color shows and has presented them on a regularly scheduled basis.

Paul H. Raymer, National Representative

► KTLA (5) Raymer; 2,034,933
► KTTV (11) Blair; 2,034,933
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
► KCCC-TV (40) ABC, CBS, NBC; Weed; 127,500
KCRA Inc. (3) Initial Decision 6/3/51
► KBET-TV (10) CBS, ABC; H-R
Salinas†—
► KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 482,371
San Diego—
► KFMB-TV (8) ABC, CBS; Petry; 290,000
► KFSD-TV (10) NBC; Katz; 285,533
KUSH (21) 12/23/53—Unknown
San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15
► KGO-TV (7) ABC; Petry; 1,068,555
► KPIX (5) CBS; Katz; 1,068,555
► KRON-TV (4) NBC; Free & Peters; 1,068,555
► KSAN-TV (32) Stars National; 210,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
► KVEC-TV (6) ABC, CBS, DuM; Grant; 82,836
Santa Barbara—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 464,192
Stockton†—
► KOVR (13) DuM; Blair; 1,054,000
► KTVU (36) NBC; Hollingbery; 120,000
Tulare (Fresno)—
► KVVG (27) DuM; Forjoe; 150,000
Visalia†—
KAKI (43) 10/6/54-Unknown

COLORADO

Colorado Springs—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 53,604
► KRDO-TV (13) NBC; McGillvra; 40,000
Denver—
► KBTV (9) ABC; Free & Peters; 273,069
► KFEL-TV (2) DuM; Hoag-Blair, Blair Tv; 273,069
► KLZ-TV (7) CBS; Katz; 273,069
► KOA-TV (4) NBC; Petry; 273,069
KRMA-TV (*6) 7/1/53-Unknown
Grand Junction†—
► KFXJ-TV (5) NBC, CBS, DuM; Holman; 9,600
Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 50,906

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
► WICC-TV (43) ABC, DuM; Young; 72,340
Hartford—
WCHF (*24) 1/29/53-Unknown

THE SPOTLIGHT'S ON
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EVANSVILLE MARKET
FIRST-
Anyway you
figure it!
CBS-TV unduplicated coverage really pays-off—per October's ARB and November's Conlan! And with a realistic cost per thousand, you can't go wrong!—Interconnected with network color.
REPRESENTED
Nationally by
MEEKER TV, Inc.
Regionally by
ADAM YOUNG
St. Louis, Mo.
WEHT Channel 50

► WGTH-TV (18) ABC, DuM; H-R; 291,299
New Britain—
► WKNB-TV (30) CBS; Bolling; 284,169
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 934,448
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
WCNE (*63) 1/29/53-Unknown
Stamford†—
WSTF (27) 5/27/53-Unknown
Waterbury—
► WATR-TV (53) ABC; Stuart; 193,320

DELAWARE

Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 2,051,000

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 600,000
WOOK-TV (50) 2/24/54-Unknown
► WRC-TV (4) NBC; NBC Spot Sls.; 707,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 672,200
► WTTG (5) DuM; H-R; 642,000
WETV (20) 10/21/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†——
WMFJ-TV (2) McGillvra; 7/8/54-7/1/55
Fort Lauderdale—
► WITV (17) ABC, DuM; Bolling; 145,600 (also Miami)
Fort Myers†—
► WINK-TV (11) ABC, CBS; McGillvra; 11,726
Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 75,600
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 405,600
WOBS-TV (30) Stars National; 8/12/53-Spring '55
Miami—
► WGBS-TV (23) NBC; Katz
WMFL (33) 12/9/53-Unknown
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) CBS, ABC, NBC, DuM; Free & Peters; 304,800
Biscayne Tv Corp. (7) Initial Decision 1/17/55
► WITV (17) See Fort Lauderdale
Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 80,000
Panama City†—
► WJDM (7) ABC, NBC, DuM; Hollingbery; 24,750
Pensacola†—
► WEAR-TV (3) ABC, CBS, DuM; Hollingbery; 89,500
► WPFA (15) 32,500
St. Petersburg—
► WSUN-TV (38) ABC, CBS, DuM; Weed; 134,000
Tampa†—
► WFLA-TV (8) NBC; Blair; 175,000
WTVT (13) CBS; Avery-Knodel; 9/2/54-4/1/55
West Palm Beach—
► WEAT-TV (12) ABC; Walker
► WIRK-TV (21) DuM; Weed; 42,708
► WJNO-TV (5) NBC, CBS, DuM; Venard; 231,000

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 456,190
► WLWA (11) ABC, DuM; Crosley Sls.; 465,000
► WQXI-TV (36) 23,742
► WSB-TV (2) NBC; Petry; 484,725
Augusta—
► WJBF (6) ABC, NBC, DuM; Hollingbery; 133,000
► WRDW-TV (12) CBS; Headley-Reed; 131,444
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 84,690
► WRBL-TV (4) CBS; Hollingbery; 95,412
Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 94,628
► WNEX-TV (47) NBC; Branham; 62,032
Rome†—
► WROM-TV (9) McGillvra; 150,990
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 60,107
WSAV-TV (3) 1/26/55-Unknown
Thomasville†—
WCTV (6) Stars National; 12/23/53-Spring '55

IDAHO

Boise†—
► KBOI-TV (2) CBS, DuM; Free & Peters: 43,985
► KIDO-TV (7) ABC, NBC; Blair; 41,900
Idaho Falls†—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 32,419
Lewiston†—
KLEW-TV (3) 2/9/55-Unknown
Pocatello†—
KWIK-TV (6) ABC; Hollingbery; 3/26/53-Unknown
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Unknown

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) ABC, CBS, DuM; Radio Tv Representatives; 320,000
Bloomington—
► WBLN (15) McGillvra; 113,242
Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,877,600
► WBKB (7) ABC; Blair; 2,074,000
► WGN-TV (9) DuM; Hollingbery; 2,080,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 2,043,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Unknown
Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000
Decatur—
► WTVP (17) ABC, DuM; Bolling; 160,000
Evanston†—
WTLE (32) 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22) ABC; Walker; 30,000
Peoria—
► WEEK-TV (43) NBC, DuM; Headley-Reed; 229,274
► WTVH-TV (19) CBS, ABC; Petry; 229,274
WIRL Tv Co. (8) Initial Decision 11/5/54
Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 150,000
► KHQA-TV (7) See Hannibal, Mo.
Rockford—
► WREX-TV (13) ABC, CBS; H-R; 256,600
► WTVO (39) NBC, DuM; Weed; 100,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 295,201
Springfield—
► WICS (20) ABC, NBC, DuM; Young; 95,000
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54

INDIANA

Anderson†—
WCBC-TV (61) 2/2/55-5/1/55
Bloomington—
► WTTV (4) NBC, DuM; Meeker; 622,727 (also Indianapolis)
Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 208,139
Evansville—
► WFIE (62) ABC, NBC, DuM; Venard; 94,318
► WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) Initial Decision 10/4/54
Fort Wayne—
► WKJG-TV (33) NBC, DuM; Raymer; 132,547
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown
Indianapolis—
► WFBM-TV (6) ABC, CBS, NBC; Katz; 662,000
► WISH-TV (8) ABC, CBS, DuM; Bolling; 540,020
► WTTV (4) See Bloomington
Lafayette†—
► WFAM-TV (59) CBS, DuM; Rambeau; 66,500
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 107,250
Notre Dame (South Bend)†—
WNDU-TV (46) NBC; Meeker; 8/12/54-7/15/55
Princeton†—
WRAY-TV (52) See footnote (c)
South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 206,473
Terre Haute—
► WTHI-TV (10) ABC, CBS, DuM; Bolling; 154,000
Waterloo (Fort Wayne)—
► WINT (15) ABC, CBS; H-R; 133,478

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 315,600
Cedar Rapids—
► KCRG-TV (9) ABC, DuM; Venard; 116,000
► WMT-TV (2) CBS; Katz; 266,800
Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 295,165
Des Moines—
► KGTV (17) ABC; Hollingbery; 76,500
► WHO-TV (13) NBC; Free & Peters; 302,000
Cowles Broadcasting Co. (8) Initial Decision 8/26/54
Fort Dodge†——
► KQTV (21) NBC, DuM; Pearson; 22,100
Mason City—
► KGLO-TV (3) CBS, DuM; Weed; 135,932
Sioux City—
► KTIV (4) NBC, ABC, DuM; Hollingbery: 152,835
► KVTV (9) ABC, CBS, DuM; Katz; 152,835
Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 162,159

KANSAS

Great Bend†—
► KCKT (2) NBC; Bolling; 126,258
Hutchinson—
► KTVH (12) CBS, DuM; H-R; 199,012
Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown
Pittsburg†—
► KOAM-TV (7) ABC, NBC, DuM; Katz, 91,552
Topeka—
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 426,427
Wichita—
► KAKE-TV (10) ABC; Hollingbery; 195,110
► KEDD (16) NBC; Petry; 124,311
Wichita Tv Corp. (3) Initial Decision 8/9/54

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 80,831
Lexington†—
WLAP-TV (27) 12/3/53-Unknown
► WLEX-TV (18) NBC, ABC, DuM; Forjoe
Louisville—
► **WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 434,912**
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21) See footnote (c)
WQXL-TV (41) Forjoe; 1/15/53-Unknown
Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria—
► KALB-TV (5) NBC, ABC, CBS, DuM; Weed; 107,600
Baton Rouge—
► WAFB-TV (28) ABC, CBS, DuM; Young; 80,000
WBRZ (2) Hollingbery; 1/28/54-4/15/55 (granted STA March 17)
Lafayette†—
KLFY-TV (10) 9/16/53-7/1/55
Lake Charles—
► KPLC-TV (7) ABC, NBC; Weed; 66,000
► KTAG (25) CBS, DuM; Young; 44,550
Monroe—
► **KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 206,000**
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Unknown
► **WDSU-TV (6) ABC, CBS, NBC, DuM; Blair;** 306,096
► **WJMR-TV (61) ABC, CBS, DuM; Bolling;** 121,840
Shreveport—
► **KSLA (12) ABC, CBS, NBC, DuM; Raymer;** 77,730
Shreveport Tv Co. (12) Initial Decision 6/7/54-See footnote (d)
KTBS Inc. (3) 2/16/55-9/1/55

MAINE

Bangor—
► **WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery;** 96,000
► **WTWO (2) CBS; Venard**
Lewiston—
► **WLAM-TV (17) DuM; Everett-McKinney; 24,000**
Poland Spring—
► **WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 259,933**
Portland—
► WCSH-TV (6) NBC, DuM; Weed; 164,343
► **WGAN-TV (13) ABC, CBS; Avery-Knodel**
WPMT (53) See footnote (c)

MARYLAND

Baltimore—
► **WAAM (13) ABC, DuM; Harrington, Righter** & Parsons; 598,207
► WBAL-TV (11) NBC; Petry; 598,207
WITH-TV (72) Forjoe; 12/18/52-Unknown
► WMAR-TV (2) CBS; Katz; 598,207
WTLF (18) 12/9/53-Unknown
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
► **WBOC-TV (16) ABC, CBS, DuM; Burn-Smith;** 50,710

MASSACHUSETTS

Adams (Pittsfield)—
► **WMGT (19) DuM; Walker; 169,015**
Boston—
► WBZ-TV (4) NBC; Free & Peters; 1,279,776
WGBH-TV (*2) 7/16/53-April '55
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,279,776
Brockton†—
WHEF-TV (62) 7/30/53-Unknown
Cambridge (Boston)—
► **WTAO-TV (56) DuM; Everett-McKinney;** 190,000
Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 172,000
► WWLP (61) ABC, NBC; Hollingbery; 172,000
Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
► WWOR-TV (14) ABC, DuM; Raymer; 86,478

MICHIGAN

Ann Arbor—
► **WPAG-TV (20) DuM; Everett-McKinney; 24,000**
WUOM-TV (*26) 11/4/53-Unknown
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown
Bay City (Midland, Saginaw)—
► **WNEM-TV (5) NBC, DuM; Headley-Reed; 289,793**
Cadillac†—
► **WWTV (13) ABC, CBS, DuM; Weed; 64,920**
Detroit—
WBID-TV (50) 11/19/53-Unknown
► WJBK-TV (2) CBS; Katz; 1,553,277
WTVS (*56) 7/14/54-Unknown
► **WWJ-TV (4) NBC; Hollingbery; 1,466,000**
► **WXYZ-TV (7) ABC; Blair; 1,469,000**
► CKLW-TV (9) DuM; Young; 1,496,000. See Windsor, Ont.
East Lansing†—
► **WKAR-TV (*60)**
Flint—
WJRT (12) 5/12/54-Unknown
Grand Rapids—
► WOOD-TV (8) ABC, NBC, DuM; Katz; 510,566
WMCN (23) 9/2/54-Unknown
Kalamazoo—
► WKZO-TV (3) CBS, ABC, NBC, DuM; Avery-Knodel; 542,409
Lansing—
► **WTOM-TV (54) ABC, DuM; Everett-McKinney; 55,000**
► WJIM-TV (6) ABC, CBS, NBC; Petry; 417,000
Marquette†—
WAGE-TV (6) 4/7/54-Unknown
Muskegon†—
WTVM (35) 12/23/52-Unknown
Saginaw (Bay City, Midland)—
► **WKNX-TV (57) ABC, CBS; Gill-Perna; 140,000**
Traverse City—
► WPBN-TV (7) NBC; Holman; 36,965

MINNESOTA

Austin—
► KMMT (6) ABC; Headley-Reed; 54,515
Duluth (Superior, Wis.)—
► KDAL-TV (3) ABC, NBC; Avery-Knodel; 93,300
► **WDSM-TV (6). See Superior, Wis.**
WFTV (38) See footnote (c)
Hibbing†—
KHTV (10) 1/13/54-Unknown
Minneapolis (St. Paul)—
► KEYD-TV (9) DuM; H-R; 585,000
► WCCO-TV (4) CBS; Free & Peters; 573,300
► WTCN-TV (11) ABC; Blair; 573,300
Rochester—
► KROC-TV (10) NBC; Meeker; 95,833
St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 573,300
► WMIN-TV (11) ABC; Blair; 573,300

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54 (case has been reopened)
Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-7/1/55
Jackson—
► **WJTV (25) CBS, DuM; Katz; 68,404**
► **WLBT (3) NBC; Hollingbery; 122,765**
► WSLI-TV (12) ABC; Weed; 115,000
Meridian†—
WCOC-TV (30) See footnote (c)
► **WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 56,800**
Tupelo†—
WTWV (9) 12/8/54-Fall '55

MISSOURI

Cape Girardeau—
► KFVS-TV (12) CBS; Headley-Reed; 115,200
Clayton†—
KFUO-TV (30) 2/5/53-Unknown
Columbia—
► KOMU-TV (8) NBC, ABC, DuM; H-R; 63,295
Festus†—
KACY (14) See footnote (c)
Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 150,504
► **WGEM-TV (10) See Quincy, Ill.**
Jefferson City†—
► KRCG (13) CBS; Hoag-Blair, Blair-Tv
Joplin—
► KSWM-TV (12) CBS; Venard; 84,680
Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 483,376
► KMBC-TV (9) CBS; Free & Peters; 483,376
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 483,376
Kirksville†—
KTVO (3) 12/16/53-Unknown
St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 129,716
St. Louis—
► **KETC (*9) 500,000**
► **KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.;** 761,760
► **KWK-TV (4) CBS; Katz**
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► **WTVI (54) See Belleville, Ill.**
KTVI (36) 3/9/55-Unknown (station currently operates on ch. 54 at Belleville, Ill. [WTVI (TV)]
Sedalia†—
► **KDRO-TV (6) Pearson; 57,000**
Springfield—
► **KTTS-TV (10) CBS, DuM; Weed; 62,370**
► **KYTV (3) NBC; Hollingbery; 69,300**

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; **Headley-Reed; 20,000**
Butte†—
KOPR-TV (4) See footnote (c)
► **KXLF-TV (6) ABC; No estimate given**
Great Falls†—
► **KFBB-TV (5) CBS, ABC, DuM; Hoag-Blair, Blair-Tv; 20,500**
Missoula†—
► KGVO-TV (13) ABC, CBS, DuM; Gill-Perna; 18,750

NEBRASKA

Hastings†—
The Seaton Publishing Co. (5) 2/11/55-Unknown
Kearney (Holdrege)—
► **KHOL-TV (13) ABC, CBS, NBC, DuM; Meeker;** 53,492
Lincoln—
► **KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 117,208**
► KUON-TV (*12) 76,618
Omaha—
► **KMTV (3) ABC, CBS, DuM; Petry; 286,000**
► **WOW-TV (6) NBC, DuM; Blair; 286,000**
Scottsbluff†—
KSTF (10) 8/18/54-6/1/55

NEVADA

Henderson†—
► KLRJ-TV (2) NBC; Pearson; 28,200
Las Vegas—
► KLAS-TV (8) CBS, ABC, DuM; Weed; 21,244
Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 17,250

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown
Manchester—
► WMUR-TV (9) ABC, DuM; Weed; 381,338
Mt. Washington†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

Asbury Park†—
► **WRTV (58) 6,000**
Atlantic City—
WFPG-TV (46) See footnote (c)
WOCN (52) 1/8/53-Unknown
Camden†—
WKDN-TV (17) 1/28/54-Unknown
Newark (New York City)—
► **WATV (13) Petry; 4,290,000**
New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque—
► KOAT-TV (7) ABC, DuM; Hollingbery; **50,000**
► KOB-TV (4) NBC; Branham; 55,630
► KGGM-TV (13) CBS; Weed; 55,630
Roswell†—
► KSWS-TV (8) NBC, ABC, CBS, DuM; Meeker; **25,427**

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NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, CBS, DuM; Bolling; 150,000
WTRI (35) See footnote (c)
WTVZ (*17) 7/24/52-Unknown
Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 321,490
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown
Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 452,256. See footnote (a).
► WBUF-TV (17) 170,000
► WGR-TV (2) NBC, ABC, DuM; Headley-Reed; 455,043. See footnote (a).
WTVF (*23) 7/24/52-Unknown
Carthage (Watertown)—
► WCNY-TV (7) CBS, ABC, DuM; Weed; 60,960
Elmira—
WTVE (24) See footnote (c)
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown
Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 28,500
Lake Placid †(Plattsburg)—
► WIRI (5) DuM; McGillvra; 80,740
New York—
► WABC-TV (7) ABC; Weed; 4,290,000
► WABD (5) DuM; Avery-Knodel; 4,290,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,290,000
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
► WOR-TV (9) WOR; WOR-TV Sls.; 4,290,000
► WPIX (11) Free & Peters; 4,290,000
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,290,000
► WATV (13) See Newark, N. J.
Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC, ABC, DuM; Hollingbery; 300,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 281,790
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 281,790
Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 425,800
Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 361,220
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Harrington, Righter & Parsons; 361,220
Utica—
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 159,100

NORTH CAROLINA

Asheville—
► WISE-TV (62) CBS, NBC; Bolling; 37,000
► WLOS-TV (13) DuM; Venard; 307,610
Chapel Hill†—
► WUNC-TV (*4) 377,350
Charlotte—
WQMC (36) See footnote (c)
► WBTV (3) CBS, ABC, NBC, DuM; CBS Spot Sls.; 466,402
Durham—
► WTVD (11) ABC, NBC; Headley-Reed; 207,760
Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown
Gastonia†—
WTVX (48) 4/7/54-Unknown
Greensboro—
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 301,108
Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 102,770
New Bern†—
Nathan Frank (13) 2/9/55-Unknown
Raleigh—
► WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 124,440
Washington†—
WITN (7) 10/27/54-Unknown
Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 50,003
WTHT (3) 2/17/54-Unknown
Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 257,600
► WTOB-TV (26) ABC, DuM; H-R; 86,200

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) CBS, NBC, DuM; Hoag-Blair, Blair-Tv; 26,261
Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 65,000
Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 26,000
Valley City†—
► KXJB-TV (4) CBS, DuM; Weed; 69,981

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 174,066
Ashtabula†—
► WICA-TV (15) 116,285
Canton†—
Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54
Cincinnati—
► WCET (*48) 2,000
► WCPO-TV (9) ABC, DuM; Branham; 724,140
► WKRC-TV (12) CBS; Katz; 662,236
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-Unknown
Cleveland—
WERE-TV (65) 6/18/53-Unknown
► WEWS (5) ABC, DuM; Branham; 1,084,810
WHK-TV (19) 11/25/53-Unknown
► WNBK (3) NBC; NBC Spot Sls.; 1,164,000
► WXEL (8) CBS; Katz; 1,089,000
Columbus—
► WBNS-TV (10) CBS; Blair; 427,239
► WLWC (4) NBC; WLW Sls.; 350,800
WOSU-TV (*34) 4/22/53-Unknown
► WTVN-TV (6) ABC, DuM; Katz; 381,451
Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (c)
► WLWD (2) ABC, NBC; WLW Sls.; 321,000
Elyria†—
WEOL-TV (31) 2/11/54-Unknown
Lima—
WIMA-TV (35) Weed; 1/24/52-Unknown
► WLOK-TV (73) NBC; H-R; 71,285
Mansfield†—
WTVG (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville (Wheeling, W. Va.)—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900
Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 310,170
WTOH-TV (79) 10/20/54-Unknown
Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 149,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 148,588
Zanesville—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000

OKLAHOMA

Ada—
► KTEN (10) ABC; Venard; 180,000
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid—
► KGEO-TV (5) ABC; Pearson; 174,780
Lawton†—
► KSWO-TV (7) DuM; Pearson; 54,540
Muskogee†—
► KTVX (8) ABC, DuM; Avery-Knodel; 248,750
Oklahoma City—
KETA (*13) 12/2/53-Unknown
KMPT (19) See footnote (c)
► KTVQ (25) ABC; 167,381
► KWTV (9) CBS, DuM; Avery-Knodel; 256,102
► WKY-TV (4) ABC, NBC; Katz; 313,060
Tulsa—
KCEB (23) See footnote (c)
► KOTV (6) CBS; Petry; 248,650
KSPG (17) 2/4/54-Unknown
► KVOO-TV (2) NBC; Blair; 248,000
KOED-TV (*11) 7/21/54-Unknown

OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 40,109
Klamath Falls†—
KFJI-TV (2) Grant; 12/2/54-Summer '55
Medford—
► KBES-TV (5) CBS; Hoag-Blair, Blair-Tv; 26,750
Portland—
► KLOR (12) ABC; Hollingbery
► KOIN-TV (6) ABC, CBS; CBS Spot Sls.; 287,400
► KPTV (27) NBC; NBC Spot Sls.; 240,806
North Pacific Tv Inc. (8) Initial Decision 6/16/54
Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
► WFMZ-TV (67) Avery-Knodel; 32,000
WQCY (39) Weed; 8/12/53-Unknown
Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 490,528

Bethlehem—
► WLEV-TV (51) NBC; Meeker; 89,307
Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 84,915
Erie—
► WICU (12) ABC, NBC, DuM; Petry; 208,500
► WSEE (35) CBS, DuM; Avery-Knodel; 61,670
Harrisburg—
► WCMB-TV (27) Forjoe
► WHP-TV (55) CBS; Bolling; 193,002
► WTPA (71) ABC, NBC; Headley-Reed; 193,002
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
► WARD-TV (56) ABC, CBS, DuM; Weed
► WJAC-TV (6) CBS, NBC, DuM; Katz; 859,470
Lancaster—
► WGAL-TV (8) CBS, NBC, DuM; Meeker; 823,448
WWLA (21) 5/7/53-Unknown
Lebanon†—
WLBR-TV (15) See footnote (c) (expects to be back on air April 1)
New Castle—
WKST-TV (45) See footnote (c)
Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls.; 1,904,946
► WFIL-TV (6) ABC, DuM; Blair; 2,043,972
WIBG-TV (23) 10/21/53-Unknown
► WPTZ (3) NBC; Free & Peters; 2,035,222
Pittsburgh—
► KDKA-TV (2) CBS, NBC, DuM; Free & Peters; 1,134,110
► WENS (16) ABC, CBS, NBC; Petry; 425,000
WKJF-TV (53) See footnote (c)
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
► WEEU-TV (33) ABC, NBC; Headley-Reed; 95,000
► WHUM-TV (61) CBS; H-R; 219,370
Scranton—
► WARM-TV (16) ABC; Hollingbery; 200,000
► WGBI-TV (22) CBS; Blair; 210,000
► WTVU (73) Everett-McKinney; 250,000
Sunbury†—
WROK-TV (38) 2/9/55-Unknown
Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 235,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 250,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Fall '55
York—
► WNOW-TV (49) DuM; Forjoe; 87,400
► WSBA-TV (43) ABC; Young; 95,000

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,404,002
► WNET (16) ABC, CBS; Raymer; 88,000
WPRO-TV (12) Blair; 9/2/53-3/27/55 (granted STA March 2)

SOUTH CAROLINA

Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 127,400
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
► WCSC-TV (5) ABC, CBS; Free & Peters; 166,528
► WUSN-TV (2) NBC; H-R; 138,500
Columbia—
► WCOS-TV (25) ABC; Headley-Reed; 76,000
► WIS-TV (10) NBC, DuM; Free & Peters; 153,964
► WNOK-TV (67) CBS; Raymer; 78,000
Florence—
► WBTW (8) CBS, NBC, ABC, DuM; CBS Spot Sls.; 111,340
Greenville—
► WFBC-TV (4) NBC; Weed; 315,717
► WGVL (23) ABC, DuM; H-R; 113,000
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Unknown

SOUTH DAKOTA

Rapid City†—
KOTA-TV (3) 12/8/54-6/1/55
Sioux Falls—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 112,387

TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 132,219
Mountain City Tv Inc. (3) Initial Decision 7/5/54
Jackson†—
► WDXI-TV (7) CBS; Burn-Smith
Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 129,360
Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 103,970
WBIR-TV (10) Initial Decision 1/5/55
► WTSK-TV (26) ABC, CBS, DuM; Pearson; 101,890
Memphis—
► WHBQ-TV (13) CBS; Blair; 343,078
► WMCT (5) ABC, NBC, DuM; Branham; 343,078
WREC Broadcasting Service (3) Initial Decision 8/27/54
Nashville—
► WSIX-TV (8) ABC, DuM; Hollingbery; 234,750
► WSM-TV (4) NBC, DuM; Petry; 234,750
Old Hickory (Nashville)—
► WLAC-TV (5) CBS; Katz; 237,400

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 43,620
Amarillo—
► KFDA-TV (10) ABC, CBS; H-R; 69,636
► KGNC-TV (4) NBC, DuM; Katz; 69,636
Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 106,876
Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 40,000
KFDM-TV (6) CBS; Free & Peters; 8/4/54-4/1/55
Big Spring†—
KBST-TV (4) CBS; Pearson; 7/22/54-July '55
Corpus Christi†—
► KVDO-TV (22) NBC, ABC, CBS, DuM; Young, Brown; 38,850
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
K-SIX Tv Inc. (10) Initial Decision 1/20/55
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
► KRLD-TV (4) CBS; Branham; 456,000
► WFAA-TV (8) ABC, NBC, DuM; Petry; 456,000
El Paso—
KOKE (13) Forjoe; 3/18/54-Unknown
► KROD-TV (4) ABC, CBS, DuM; Branham; 67,585
► KTSM-TV (9) NBC; Hollingbery; 63,868

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Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 455,000
KFJZ-TV (11) H-R; 9/17/54-Spring '55
Galveston—
► KGUL-TV (11) CBS; CBS Spot Sls.; 378,000
Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; H-R; 48,215
Houston—
KNUZ-TV (39) See footnote (c)
► KPRC-TV (2) NBC; Petry; 396,000
► KTRK-TV (13) ABC, DuM; Blair; 396,000
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 300,000
KXYZ-TV (29) 6/18/53-Unknown
Longview†—
► KTVE (32) Forjoe; 45,628
Lubbock—
► KCBD-TV (11) ABC, NBC; Raymer; 78,812
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 78,812
Lufkin†—
KTRE-TV (9) NBC; Venard; 11/17/54-7/1/55 (Station will receive NBC programs from KPRC-TV Houston but is not an NBC affiliate.)
Midland—
► KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 39,250
Odessa†—
Odessa Tv Co. (7) Initial Decision 11/18/54
San Angelo—
► KTXL-TV (8) CBS; Melville; 38,598
San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-April '55
► KENS-TV (5) ABC, CBS, DuM; Free & Peters; 246,795
► WOAI-TV (4) ABC, NBC, DuM; Petry; 244,350
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
► KCEN-TV (6) NBC; Hollingbery; 112,975
Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 112,440
Tyler†—
KETX (19) See footnote (c)
► KLTV (7) ABC, CBS, NBC, DuM; Pearson: 80,294
Waco†—
► KANG-TV (34) CBS, ABC, DuM; Raymer; 46,965
KWTX-TV (10) Pearson; 12/1/54-April '55
Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 48,215
Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 88.430
► KWFT-TV (6) CBS, DuM; Hoag-Blair, Blair-Tv; 89,750

UTAH

Salt Lake City—
► KSL-TV (5) CBS, DuM; CBS Spot Sls.; 170,400
► KTVT (4) NBC; Katz; 170,400
► KUTV (2) ABC; Hollingbery; 181,500

VERMONT

Montpelier†—
► WMVT (3) ABC, CBS, NBC; Weed; 121,639

VIRGINIA

Bristol†—
Appalachian Broadcasting Corp. (5) Initial Decision 2/1/55
Danville†—
WBTM-TV (24) See footnote (c)
Hampton (Norfolk)—
► WVEC-TV (15) NBC, DuM; Avery-Knodel; 183,000
Harrisonburg—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 104,570
Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 201,000
Newport News —
► WACH-TV (33) Walker
Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 352,962
WTOV-TV (27) See footnote (c)
Beachview Bcstg. Corp. (10) Initial Decision 12/23/54
► WVEC-TV (15) See Hampton
Petersburg†—
WPRG (8) 9/29/54-Unknown
Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 484,695
Richmond Tv Corp. (12) Initial Decision 2/21/55
Roanoke—
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 325,769
Times-World Corp. (7) Initial Decision 3/16/55

WASHINGTON

Bellingham—
► KVOS-TV (12) CBS, DuM; Forjoe; 158,653
Pasco†—
► KEPR-TV (19) 47,567 (satellite of KIMA-TV Yakima)
Seattle (Tacoma)—
► KING-TV (5) ABC; Blair; 422,375
► KOMO-TV (4) NBC; Hollingbery; 422,375
► KCTS (*9)
KCTL (20) 4/7/54-Unknown
Spokane—
► KHQ-TV (6) NBC; Katz; 108,503
► KREM-TV (2) ABC; Petry; 99,247
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 106,992
Tacoma (Seattle)—
► KTVW (13) Barry, N. Y.; Clark, Chicago; 422,375
► KTNT-TV (11) CBS, DuM; Weed; 422,375
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 47,567

WEST VIRGINIA

Bluefield†—
WHIS-TV (6) Katz; 10/29/54-Unknown
Charleston—
► WCHS-TV (8) ABC, CBS, DuM; Branham; 402,584
WKNA-TV (49) See footnote (c)
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-Spring '55
Fairmont†—
WJPB-TV (35) See footnote (c)
Huntington—
► WSAZ-TV (3) NBC, ABC; Katz; 512,460
WHTN-TV (13) 9/2/54-Spring '55
Oak Hill (Beckley)†—
► WOAY-TV (4) ABC; Pearson; 262,840
Parkersburg—
► WTAP (15) ABC, NBC, DuM; Forjoe; 35,802
Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) NBC, ABC; Hollingbery; 306,000
► WSTV-TV (9) See Steubenville, Ohio

WISCONSIN

Eau Claire—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 75,000
Green Bay—
► WBAY-TV (2) ABC, CBS, DuM; Weed; 210,000
WFRV-TV (5) ABC; Headley-Reed; 3/10/54-4/14/55
► WMBV-TV (11) See Marinette
La Crosse†—
► WKBT (8) ABC, CBS, NBC, DuM; Raymer; 55,000
WTLB (38) 12/16/53-Unknown
Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 103,000
► WMTV (33) ABC, NBC, DuM; Bolling; 75,000
Badger Television Co. (3) Initial Decision 7/31/54
Marinette†— (Green Bay)—
► WMBV-TV (11) ABC, NBC; Venard; 175,000
Milwaukee—
WCAN-TV (25) See footnote (c)
► WXIX (19) CBS; CBS Spot Sls.; 393,255
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 764,004
► WTVW (12) ABC, DuM; Petry
Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 101,200
► KDAL-TV (3). See Duluth, Minn.
Wausau—
► WSAU-TV (7) ABC, CBS, NBC, DuM; Meeker; 56,300

WYOMING

Cheyenne†—
► KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

Anchorage†—
► KENI-TV (2) ABC, CBS; Weed; 15,000
► KTVA (11) NBC, DuM; Alaska Radio-Tv Sls.; 15,000
Fairbanks†—
KFAR-TV (2) ABC, CBS; Weed; 7/1/53-Unknown (granted STA Feb. 15)
► KTVF (11) DuM; Alaska Radio-Tv Sales

HAWAII

Hilo†—
KHBC-TV (9) 1/19/55-Unknown (granted STA March 14)
Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 65,000
► KONA (11) NBC; NBC Spot Sls.; 69,000
► KULA-TV (4) ABC, DuM; Young; 69,000

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS

50 EAST 58th STREET
NEW YORK 22, N. Y.
ELDORADO 5-0405

EVEN OMAR WATCHES

W·H·E·N
TV
WHEN
TV

Omar can struggle along on a bread-less, wine-less diet, but do without WHEN-TV? By the beard of the prophet, no!

When the moving finger writes in Omar, N. Y., it spells out just one thing — WHEN-TV. And Omar is only one of more than 250 upstate communities whose wilderness is Paradise enow because WHEN-TV is there. To add to their joy, the local bazaars are well-stocked with the merchandise the Channel 8 muezzins chant about. Whether you sell roofing material for minarets or bangles and beads for bauble-dancers, sign up with the Channel 8 caravan if you want to see the Faithful (2¼ million of 'em) roll out the carpet of hospitality.

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES
W·H·E·N TV
CBS
ABC
DUMONT

A
MEREDITH
STATION

CHANNEL 8
SYRACUSE, N.Y.

Wailuku†—
KMAU (3) 1/19/55-Unknown

PUERTO RICO

Mayaguez†—
Radio Americas Corp. (5) 1/27/55-Unknown
San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks; 43,345
► WKAQ-TV (2) CBS; Inter-American; 65,000
Dept. of Education of Puerto Rico (*6) 2/2/55-Unknown

CANADA

Calgary, Alta.—
► CHCT-TV (2) CBC; All Canada, Weed; 13,000
Edmonton, Alta.—
► CFRN-TV (3) CBC; Radio Rep., Young; 15,000
Halifax, N. S.†—
► CBHT (3) CBC, CBS
Hamilton, Ont.—
► CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 120,000
Kingston, Ont.†—
► CKWS-TV (11) Weed; 30,000
Kitchener, Ont.—
► CKCO-TV (13) CBC; Hardy, Weed; 102,000
London, Ont.—
► CFPL-TV (10) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 95,000
► CBFT (2) CBC French; CBC; 221,216
► CBMT (6) CBC; CBC; 221,216
Ottawa, Ont.—
► CBOT (4) CBC; CBC; 38,500
Port Arthur, Ont.—
► CFPA-TV (2) CBC; All-Canada, Weed; 6,000
Quebec City, Que.—
► CFCM-TV (4) CBC; Hardy, Weed; 28,500
Regina, Sask.†—
► CKCK-TV (2) CBC, CBS; All-Canada, Weed; 15,000
Rimouski, Que.†—
► CJBR-TV (3) CBC; Stovin, Young; 7,000
St. John, N. B.†—
► CHSJ-TV (4) CBC; All-Canada, Weed; 22,638
Saskatoon, Sask.†—
► CFQC-TV (8) CBC; Radio Rep., Young; 11,000
Sault Ste. Marie, Ont.†—
► CJIC-TV (2) CBS; CBC; Weed; 5,000
Sudbury, Ont.†—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 14,545
Sydney, N. S.†—
► CJCB-TV (4) Weed; 17,426
Toronto, Ont.—
► CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000
Vancouver, B. C.†—
► CBUT (2) CBC; CBC; 30,000
Windsor, Ont. (Detroit, Mich.)—
► CKLW-TV (9) CBC, DuM; Young; 1,496,000
Winnipeg, Man.†—
► CBWT (4) CBC; CBC; 5,000

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales; 51,481
Tijuana† (San Diego)—
► XETV (6) Weed; 296,402

UPCOMING

MARCH

March 28: BMI Clinic, Andrew Jackson Hotel, Nashville, Tenn.

March 29: Kentucky Broadcasters Assn. spring meeting, Brown Hotel, Louisville.

March 30: BMI Clinic, Brown Hotel, Louisville, Ky.

March 31: Deadline, RAB's "Radio Gets Results" contest, New York.

APRIL

April 1: Deadline, Entries for Education Writers Assn. awards, New York.

April 1: Pennsylvania AP Radio Assn. meeting, WQAN-WEJL (FM) theatre studio, Scranton.

April 1: Deadline, Applications for National Assn. of Educational Broadcasters scholarships, Urbana, Ill.

April 1: Oregon State Broadcasters Assn. meeting, U. of Oregon, Eugene.

April 1: BMI Clinic, Floridian Hotel, Tampa.

April 4: RAB Clinic, Billings, Mont.

April 5: RAB Clinic, Boise, Idaho.

April 6: RAB Clinic, Portland, Ore.

April 7: RAB Clinic, Spokane, Wash.

April 8: RAB Clinic, Seattle, Wash.

April 8-9: Alabama Broadcasters Assn. meeting, Whitney Hotel, Montgomery.

April 11: Washington State Assn. of Broadcasters meeting, Seattle.

April 13-15: National Federation of Adv. Agencies Inc. meeting, Escape Hotel, Ft. Lauderdale, Fla.

April 15: Deadline, Nominations for Advertising Hall of Fame, New York.

April 15: Nebraska Broadcasters Assn. meeting, Hotel Madison, Norfolk.

April 15: BMI Clinic, Skirvin Hotel, Oklahoma City.

April 15-16: Spring Technical Conference, Cincinnati section of Institute of Radio Engineers, Engineering Society of Cincinnati Bldg.

April 17: BMI Clinic, Hotel Samer, Salina, Kan.

April 17: Kansas Assn. of Radio Broadcasters meeting, Hotel Samer, Salina.

April 17-22: Inside Advertising Week, Hotel Biltmore, New York.

April 18: New York State Assn. of Radio and Television Broadcasters meeting, Utica.

April 18: RAB Clinic, Milwaukee.

April 18: BMI Clinic, Hotel Utica, Utica, N. Y.

April 18-21: National Premium Buyers' Exposition, Navy Pier, Chicago.

April 19: RAB Clinic, Grand Rapids, Mich.

April 20: Peabody Award presentation, Hotel Roosevelt, N. Y.

April 20: CBS Inc. stockholders meeting.

April 20: RAB Clinic, Detroit.

April 20: BMI Clinic, Hotel Somerset, Boston.

April 21: RAB Clinic, Cleveland.

April 21-23: American Assn. of Adv. Agencies annual meeting and dinner, Boca Raton Hotel and Club, Boca Raton, Florida.

April 21-23: Southern California Adv. Agencies Assn. meeting, El Mirador Hotel, Palm Springs, Calif.

April 22: BMI Clinic, Bangor House, Bangor, Me.

April 22: RAB Clinic, Cincinnati.

April 25: Texas Assn. of Broadcasters meeting, Gunter Hotel, San Antonio.

April 28-29: Pennsylvania Assn. of Broadcasters meeting, Bedford Springs Hotel, Bedford.

On the Dotted Line . . . Baseball

FINAL NEGOTIATIONS for sponsorship of CBS-TV's baseball *Game of the Week* by Falstaff Brewing Co., beginning April 2, are worked out by (l to r) Harvey Beffa, Falstaff executive vice president; Clifford L. Fitzgerald, president of Dancer-Fitzgerald-Sample Inc., agency representing Falstaff; Joseph Griesedieck, Falstaff president; J. L. Van Volkenburg, CBS-TV president; William H. Hylan, CBS-TV network sales vice president, and Sidney Hamilton, D-F-S vice president and Falstaff account supervisor. The schedule includes 26 games. The games will not be telecast in major league cities.

EXCLUSIVE broadcasting privileges to all Columbus Jet baseball games for 1955, to be sponsored by the Burger Brewing Co. over WTVN Columbus, Ohio, are agreed to by (l to r) Byron Taggart, WTVN general manager; B. B. Fischer, vice president of Midland Adv., representing the brewing firm, and Harold Cooper, general manager of the Columbus Jets.

PABST BREWING Co. (Eastside beer), Los Angeles, again takes one-third sponsorship of Los Angeles Angels and Hollywood Stars home baseball games on KHJ-TV Los Angeles. The 1955 pact is completed by Charles J. Lick (seated), executive committee chairman for Pabst; John Reynolds (l), KHJ-TV general manager, and C. E. Staudinger of Warwick & Legler Inc., Pabst agency.

FINALIZING the agreement to carry the full 1955 schedule of the Rochester (N. Y.) Red Wings baseball games over WVET there, are (l to r) Frank D. Bertch, president of Webaco Oil Co. (Cities Service Oil Co.); George H. Sisler Jr., general manager, Red Wings, and Erv Lyke, WVET.

WBIG Greensboro, N. C., has purchased exclusive radio broadcast rights to the home and away games of the Greensboro Patriots for the third consecutive year. Allen Wannamaker (l), WBIG general manager, and Jack Aragon, Greensboro Exhibition Club, make final contractual arrangements for the baseball games. Add Penfield, station sports director, will do the play-by-play.

THREE-YEAR CONTRACT between KENS-AM-TV San Antonio and the Lone Star Brewing Co., which calls for the broadcast of all San Antonio Mission baseball games and the telecast of nine home games, is signed by (l to r): Thomas F. Conroy, president, Thomas F. Conroy Inc., Lone Star agency; Jim Wiggins, KENS sportscaster; Gene Sommerhouser, vice president-secretary of the brewing firm; Wayne D. Kearl, KENS general sales manager, and Albert D. Johnson, general manager of KENS-AM-TV. The contract, which calls for more than $100,000 in radio-television time, is the biggest pact in San Antonio broadcasting history, according to the stations.

HUGH B. TERRY (2d l), president-general manager of KLZ Denver, gets a few baseball tips from Robert Howsam, president of the Denver Bears, as the station prepares to broadcast the club's games this season under sponsorship of Adolph Coors Brewery. Listening in on the briefing are (l to r): Revell Fox, Rippey-Henderson-Kostka Adv.; William Moomey, Coors advertising director, and John McEniry, KLZ sales representative.

EXCLUSIVE broadcast sponsorship of 1955 Hollywood Star baseball games, both home and out-of-town, on KFWB Hollywood, is assumed by Seven-Up Bottling Co. of Los Angeles. At the signing (l to r): Norton W. Mogge, president, Mogge-Privett Inc., Los Angeles, agency for Seven-Up; Jim Smith, general manager of the bottling firm, and Harry Maizlish, station president and general manager.

BERT CHARLES (r), manager of WVKO Columbus, Ohio, accepts from Sandy Hallock, account executive of Byer & Bowman Adv., contract for fifth consecutive year sponsorship of Cleveland Indians by August Wagner Breweries of Columbus. James Amento, president-general manager of the brewing firm, witnesses.

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editorials

These Meetings Are Necessary

THE year 1955 will go down as one in which the nation's broadcasters voluntarily relinquished the dubious distinction of being the most meeting-minded people extant.

Instead of 17 district meetings, which kept a "flea circus" executive staff of NARTB on the road for nearly half the year, there will be only eight regional meetings compressed into a two-month span. It should mean a reduction in satellite sessions. It will mean a savings of hundreds of thousands of dollars for station owners. And it should permit diversion of a portion of NARTB funds to more fruitful operations.

What we like about the reduction in schedule is the democratic manner in which it was achieved. Last December B•T ran a survey which showed that station management wanted fewer meetings. The NARTB radio and television boards, and its management, promptly followed through. Now the Regional Conference Committee, representing both boards, has implemented the plan [B•T, March 21].

With both Senate and House committees planning inquiries, with subscription television at bat before the FCC, and with an election year coming up, it's more important than ever that the executive staff of NARTB spend as much time as possible in Washington in the months ahead. The new meeting schedule should dovetail neatly.

The Sound Resounds

NEW evidence of radio's vitality came from widely differing sources last week.

One source was Kevin Sweeney, who, as president of Radio Advertising Bureau, has a professional obligation to be optimistic about radio. The other was a Georgia bank executive whose job is to evaluate radio coldly and on the single question of whether it is doing the job he demands.

The comments of both appear in this issue and are worth reading [see FEATURE SECTION, page 39]. They are in agreement that radio has an enduring place among advertising media.

Indeed, in Mr. Sweeney's view, radio should occupy a bigger place than it does. It will be prevented from attaining new prominence only by inept management and unimaginative operation, he believes. Mr. Sweeney thinks that radio needs some strong injections of creativeness and ingenuity and once it gets them it will become a bigger volume business than it ever was.

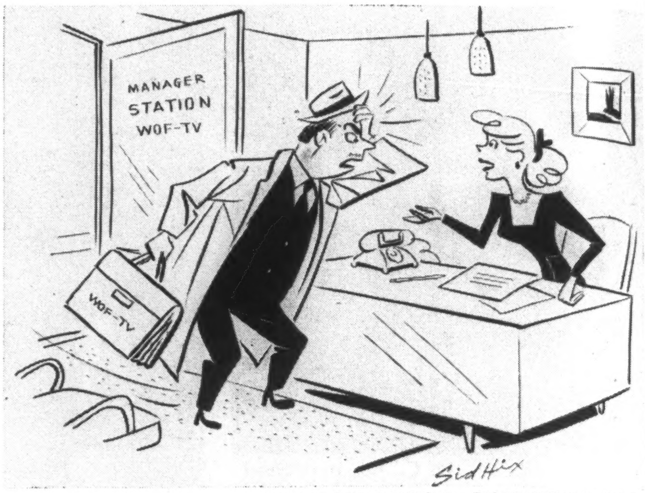
James A. Furniss, vice president and advertising manager of the big Citizens & Southern National Bank of Georgia, has stuck with radio through the development of tv and thinks radio is still a sound buy. His is the view of a customer who must match radio against all other media. That he is a contented customer is proof that radio provides powerful advertising.

It should be reassuring to radio men that the advocate, Mr. Sweeney, and the critical customer, Mr. Furniss, are alike in their beliefs about the soundness of sound advertising. That belief is one which should be held by everyone who makes his living in radio.

Exit: 'Official Kibitzer'

THE FCC last week petitioned Congress to amend the so-called protest rule (309-c) which gives any party in interest the right without a hearing to protest a grant on almost any conceivable ground, and which provides for an automatic hearing. It has been used, since its adoption as part of the McFarland Amendments in 1952, as a device to hinder and delay.

The FCC majority would knock out the automatic hearing aspects, but still require a determination within 30 days as to whether the protest is valid. In the last Congress a similar request was made, after many vital proceedings had been held up by strike applications or by tactics which simply served to postpone the start of needed services. It got nowhere.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Some fishing lure company called about buying time, but I told them we wouldn't accept bait advertising of any kind!"

We, of course, feel that Congress should act promptly. We also suggest it take a good look at the separate views of Comr. Doerfer, who would repeal the entire section, with no consideration given to "economic protests." He quotes the Supreme Court in the famed Sanders Case of 1940, wherein it held that "Congress intended to leave competition in the business of broadcasting where it found it, to permit a licensee who was not interfering electrically with other broadcasters to survive or succumb according to his ability to make his programs attractive to the public."

We buy the court's edict, and Mr. Doerfer's implementation of it. He opposes creation of "an official kibitzer," in the person of a competitor, as "wholly foreign to the American concept of administrative agencies."

The faster Congress acts, the better. It is probably too much to seek total repeal of the provision. Perhaps this might be accomplished the second time around.

Meanwhile, we hope Comr. Doerfer will keep hammering away at his free competition concept, because it's the touchstone of free broadcasting.

Don't Buy a Half-Set!

A MEETING without peacetime precedent has been called for April 25 by Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee. He has asked top tv receiver manufacturers to meet with his committee to evolve a voluntary plan for production of all-band receivers to help uhf circulation.

Now manufacturers are hard-bitten business men. They are not subjected to licensing applicable to stations. They are in a highly competitive field, where even the low cost of an all-band tuner is said to be a factor.

Perhaps this time the manufacturers will heed the committee's suggestions. Repeal of the burdensome 10% excise tax should prove an effective inducement to even the most hard-hearted of them—and Sen. Magnuson is prepared to promise that.

Another aspect intrigues us. Suppose one of the larger manufacturers started a campaign with the theme: "Don't buy a half-set," pointing out that unless the receiver tunes the full range the buyer is denying himself future programming service from uhf stations?

We hope, too, while Chairman Magnuson has the manufacturers around the table, he will sell them on the need for a low-price, single band, battery-powered radio urgently needed in civil defense. The set should clearly mark the Conelrad channels, 640 and 1240 kc. Every household should have one, in the event power lines go out under bombing attack. Am stations alone will carry the civil defense news and instructions.

All This . . . and CBS Too

(A Brilliant Analytical Study)

Syndicated half-hour shows on WMT-TV:

Hopalong Cassidy
Mr. District Attorney
Eddie Cantor Show
Star and the Story
Life of Riley
Gene Autry
Ford Theatre
Lone Wolf
Superman
Wild Bill Hickok
Range Rider
Florian Zabach

Liberace
Badge 714
City Detective
Smilin' Ed McConnell
Douglas Fairbanks Presents
Amos 'n' Andy
Racket Squad
Sherlock Holmes
Janet Dean
Soldiers of Fortune
General Teleradio (30)
(Feature Film)

ALL SPONSORED

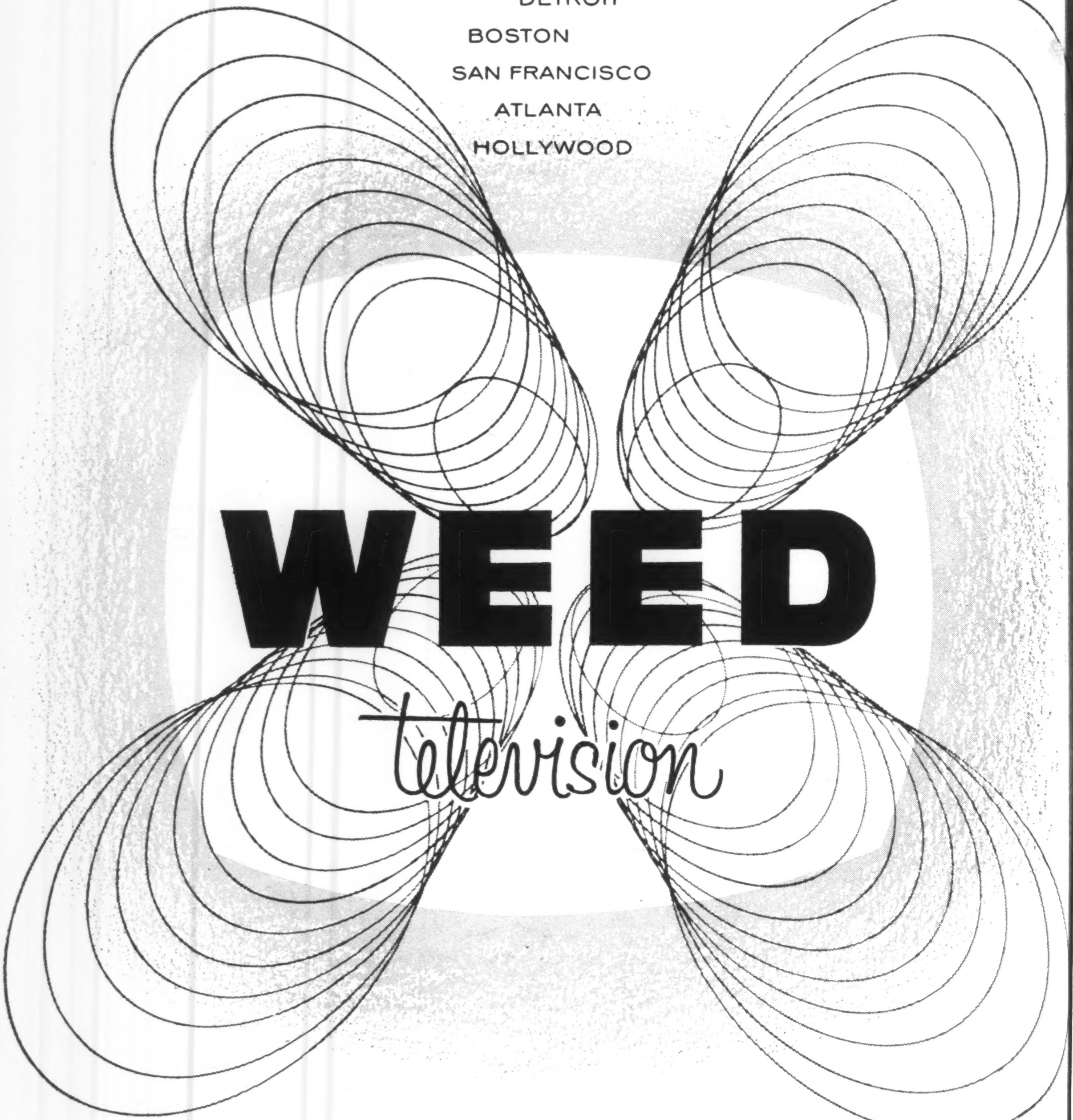
(Gives WMT-TV the 15 top once-a-week shows and the top 10 multi-weekly shows in a 26-county area [TelePulse]).

WMT-TV

CBS for Eastern Iowa

Mail address: Cedar Rapids

National Reps: The Katz Agency
(WMT, 600 kc, CBS, same reps., also produces)



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